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Automotive News

August 23, 1982

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Garageable

1984 Chrysler mini van

Chrysler Corp. will be the first domestic maker to offer a mini van, this T-115, the so-called "garageable" van, which will be introduced in 1984. Production will begin in late 1983 at Chrysler Canada's Windsor plant. It will be the first vehicle offered by Chrysler with a 10-year corrosion protection plan.

U. S. sales per dealer drop; Olds turns in best average

By Jenny L. King
Staff Writer

Oldsmobile dealers continued to lead the domestic makes in average sales per outlet for the first half of 1982, marking their second consecutive year in that position since wresting it away from Chevrolet dealers the first half of 1981.

Chevrolet had been on top for 21 consecutive years prior to 1981, and this time around its sales force found itself tied for second place with Buick.

Average sales of domestic units per new-car dealer in the first half dropped to 139 from 149 a year ago, in spite of the addition of Volkswagen dealers and their VW sales. VW has been included in the domestic sales-per-dealer tabulation since the end of calendar year 1981.

Two years ago, the average per outlet for the first six months was 144. Low in the past decade was 132 in 1975. The best average was 205 in 1973.

With the U. S. dealer population continuing to decline and domestic new-car sales trailing the first half of 1981 by 11 percent, the major auto makers all dropped in averages per outlet.

General Motors slipped to 171 from 182 for the first six months. Ford Motor Co. dealers were squeezed back to 124 from 127 per outlet.

Chrysler Corp. dealers averaged 95 sales per outlet, down from 105 a year earlier. American Motors plunged to 30 from a 46-sales-per-dealer average. Volkswagen dealers averaged 80 sales per outlet in the first half of 1982 (they were not included in the first-half domestic analysis in 1981). The VW average includes sales of German-built cars as well as U. S.-built Rabbits.

• Of the 14 makes, Oldsmobile earned the top spot with 129 sales per outlet, down from 140 a year earlier. Buick tied Chevrolet for second place. In fact, Buick dealers were a few tenths of a unit ahead of the Chevrolet group. Buick was down from 126 to 123 per outlet; Chevrolet dropped from 137 to 123.

Ford continued in fourth place, slipping to an average of 101 from 107. Pontiac was fifth, down to 85 from 93. Volkswagen moved onto the chart in style, capturing sixth place with 80 sales per dealer.

Cadillac climbed to 11th with 31 sales per dealer, followed by Lincoln and AMC tied for the No. 12 spot and 30 sales per outlet. Imperial averaged just four sales per franchise during the first six months of this year, down from 7 in 1981.

The Oldsmobile Cutlass Supreme (coupe and sedan combined) was the top-selling nameplate in sales per dealer during the first half of 1982, with an average of 48 per outlet. Second to Cutlass Supreme was VW's Rabbit, with an average of 47 sales per dealer. Standard Cadillac was third at 45 per outlet, followed by Oldsmobile's 88/98 with 43 per dealer.

Fifth was Buick Regal (sedan and coupe), averaging 39 sales per outlet, followed closely by Ford Escort at 38 per outlet; Plymouth Reliant at 30 per outlet; Buick (Electra-LeSabre) at 28; Buick Skylark at 27, and Dodge Aries at 23 sales per dealer.

• A year earlier the leaders were: Oldsmobile Cutlass Supreme, standard Cadillac, Plymouth Reliant, Chevrolet Chevette, Buick Skylark and Regal (tied for fifth), Oldsmobile Cutlass (sedan), Ford Escort; Plymouth Horizon and Dodge Aries (tied for ninth) and Chevrolet Citation.

Nameplate leaders by market segment this year were: Subcompact — VW Rabbit, 47; compact — Plymouth Reliant, 30; Intermediate—Cutlass Supreme, 48; standard-size — Oldsmobile

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SALES PER OUTLET

U. S. MAKES

Sales per U. S. new-car franchise

First 6 mos., 1982		First 6 mos., 1981
1—129	Oldsmobile	140— 1
2—123	Buick	126— 3
2—123	Chevrolet	137— 2
4—101	Ford	107— 4
5— 85	Pontiac	93— 5
6— 80	Volkswagen	.....
7— 73	Cadillac	68— 8
8— 64	Mercury	67— 9
9— 53	Plymouth	73— 6
9— 53	Dodge	69— 7
11— 31	Chrysler	18—12
12— 30	Lincoln	22—11
12— 30	AMC	45—10
14— 4	Imperial	7—13

First World Expo is the focal point of Automotive News Week in Detroit

Automotive News Week in Detroit activities will reach a crescendo tomorrow (Aug. 24) with the opening of Automotive News World Expo at Cobo Hall.

The World Expo, which is expected to attract thousands of automotive OEM executives from around the world, will be the first international buying-and-selling auto industry trade fair ever held in the U. S.

Automotive News Week got under way Sunday evening with the opening of the seventh annual Automotive News World Congress at the Westin Hotel in Detroit's Renaissance Center. Keynote speaker was F. James McDonald, president of General Motors, who discussed "Gaining the Competitive Edge."

Social event of the week will also be tomorrow when the World Congress will be opened to all the executives attending the World Expo for a Tuesday Evening Gala.

Registrants and non-registrants alike will have cocktails, dinner and hear presentations by Eberhard von Kuenheim, chairman, board of management, BMW, and Charles M. Jordan, director of design, GM.

Von Kuenheim's topic will be "What Will Assure Future Success in the Industry," while Jordan will take a look at "Design in the 1990s."

Price for non-registrants is $30, which includes cocktails at 5:30, dinner at 6:15 and the program, which begins at 7:30.

The gala will be held in the Renaissance Ballroom at the Westin Hotel. For information, call the Automotive News World Congress registration desk at the hotel at (313) 259-9329.

While the Automotive News World Congress has established itself as a unique international forum for the exchange of ideas and information, the Automotive News World Expo will bring together for the first time in any organized way in the U. S., buyers and sellers from around the world.

Thirty-three vehicle manufacturers are staffing offices at the World Expo with buying teams. More than 150 exhibitors from around the world will display and sell components, materials, machinery and services.

A major innovation at the World Expo will be a computerized Match-Maker Service, designed and programmed by IBM Corp. in cooperation with Automotive News. This is the first attempt in the world to match suppliers, distributors and manufacturers' reps by computer at a trade show.

Cobo Hall, site of the World Expo, has been designated an international free-trade zone during the Aug. 24-27 show dates, allowing overseas exhibitors to ship their products duty-free.

The World Expo will also feature an International Business Center, designed to assist participants from more than 16 foreign countries in conducting business. Services include a separate registration area for non-U. S. participants, interpreters, a Telex machine, a directory of hotels and/or booth numbers of international guests and a Department of Commerce trade specialist who will assist visitors in making contacts with American suppliers.

breaking news

Pontiac 6000 STE set for fall debut

PONTIAC.—Pontiac's new 6000 STE (special touring edition) model, due this fall, will be available as a four-door sedan only, powered by the high-output 130-HP version of Chevy's 2.8-liter V-6 with three-speed automatic transaxle. Other features of the European-type sedan are six headlamps, wide body-side moldings, cast-aluminum wheels, special bucket seats and a programmable driver information center.

Emissions fair slated in New York

NEW YORK.—Hamilton Test Systems will sponsor the New York Emissions Fair Aug. 31 through Sept. 2 at the Board of Cooperative Educational Services North Center fa-

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NEWSPAPER

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'E' bodies roll

Chrysler launches phase four of FWD plans

Harold K. Sperlich, president, North American Automotive Operations, Chrysler Corp., describes the company's new front-drive E-body cars, the Dodge 600 and 600 ES (shown) and the Chrysler E Class, during production launch ceremonies last week at Chrysler's Jefferson Ave. (Detroit) plant. Story on Page 3.

Administration takes a different tack on high-altitude standards

EPA moving to ease clean-air rules

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — There is, as the saying goes, usually more than one way to skin a cat.

The Reagan Administration, its plans for helping the auto industry through changes in the Clean Air Act foundering, is preparing to provide nearly the same amount of aid to the industry by way of administrative fiat.

According to reliable sources, the EPA is nearing completion of a regulatory relief package that should address two of the auto industry's primary sources of concern for the immediate future — the 1984 high-altitude emission standards and the 1985 diesel particulate standards.

The 1984 high-altitude standard requires that all cars and light trucks be capable of meeting low-altitude emission standards at all altitudes. The auto industry claims this requirement will cost it millions and may well jeopardize the future of high-mileage, low-power vehicles.

Clean Air Act admendments being pushed by the Reagan Administration, the auto industry and their congressional supporters in the House would alleviate those concerns by establishing proportional high-altitude standards and allowing an exemption for low-power, high-mileage cars.

As chances of this legislation passing appear to be slimming, however, the EPA has swung into gear.

It will shortly propose, based, according to sources, on a "tortured" reading of the current Clean Air Act, to redefine the high-altitude areas as only those regions located between 4,000 feet and 6,000 feet, ruling out the high-altitude requirements for those areas already in compliance with ambient air quality standards.

EPA also will propose that low-power, high-mileage vehicles be exempted from requirements of the act based on its interpretation of the law that "it never intended that high-mileage cars be eliminated at both high and low altitudes," as would likely happen if the high-altitude requirement were imposed on them.

EPA will also propose to ease significantly the testing requirements for high-altitude compliance for the manufacturers, accepting in many cases engineering analysis in lieu of full tests.

This package is very similar to a proposal accepted by the Senate Environment and Public Works Committee in its amendments to the Clean Air Act.

That provision, offered by Senators Gary Hart, Colorado Democrat, and Pete Domenici, New Mexico Republican, would establish proportional hydrocarbon standards for cars and trucks and exempt 15 percent of a manufacturer's total car and light-truck production from the high-altitude requirement to cover the low-power, high-mileage vehicles.

The later vehicles would still need to be adjusted for high-altitude operation, however.

The House Energy and Commerce Committee, working on its own version Clean Air Act amendments, just last week rejected this proposal for one establishing full proportional standards and a wider exemption for low-power vehicles.

• The EPA proposal to redefine the high-altitude area to 4,000 to 6,000 feet is significant, because it will permit nearly all U. S.-made cars to meet the low-altitude standards at high altitude without modification now

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Clean Air Act changes back on House track

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — An industry-backed coalition of House Democrats and Republicans seeking changes in the Clean Air Act got itself on track last week, rolling with ease over a largely Democratic group seeking only a "fine tuning" of the legislation.

At press time, the group had completed final drafting of provisions aimed at easing emission requirements on autos and trucks and had but a few, though "critical," measures yet to deal with before reporting the bill out of the House Energy and Commerce Committee.

Should the committee indeed report the bill, it would mark a stunning reversal of the situation earlier this year when the forces led by Rep. Henry Waxman, California Democrat, pinned the industry group down for three months with surprising victories on issues near and dear to certain key House Republicans supporting the industry and the Administration.

Still, the emergence of the industry backed coalition has not come without its price, particularly in regard to emission requirements on autos and trucks.

Waxman and his supporters forced them to back off from their request for tailpipe standards of 0.41 grams per mile HC, 7.0 CO and 2.0 NOx, elimination of California rights to enforce its own warranty program, changes that would have made recalling cars nearly impossible, substantial easing of anti-tampering regulations, a limit of 5 years or 50,000 miles for recall liability and substantial easing of certification requirements.

• What the industry won is substantial, however. Emissions standards for cars would be 0.41/7.0/1.0 with a 1.5 NOx standard for diesels through 1986 provided the particulate standard remains at 0.6 gpm. Should

Continued on Page 8, Col. 1

BL sends the Mini back to Italy

BL has reintroduced its Mini in Italy—possible because Innocenti lost the rights to the name when it stopped using the BL engine and transmission in its Mini. Innocenti's small car is now called the Innocenti 3 (the 3 stands for the Daihatsu 3-cylinder engine). BL Italia forecasts 4,000 Mini sales in its first eight months.

IH restructures again in new bid to survive

CHICAGO. — In its second major corporate restructuring in less than a year, International Harvester has taken a new approach to survival in the manufacture of trucks and farm equipment.

The company is being reorganized into a Truck Group, an Agricultural Equipment Group and Administrative Services Group. A new Diversified Group has been established to handle the planned disposal of various operations, one of which is its construction-equipment business.

Under changes made last year, Harvester was organized into a Manufacturing Group responsible for all North American manufacturing operations, a Truck Group responsible for truck sales and overseas manufacturing, and an Equipment Group responsible for farm and construction-equipment sales and overseas manufacturing.

Under the current reorganization, J. Patrick Kaine will become executive vice president for truck and agricultural-equipment operations. He had been executive vice president of the company and president of the Truck Group.

Neil A. Springer, who had been vice president and general manager of North American truck operations, succeeds Kaine as Truck Group president.

• Jack D. Michaels, formerly president of the Equipment Group, has been appointed president of the Agricultural Equipment Group.

Jack D. Rutherford, president of the former Manufacturing Group, was appointed president of the Administrative Services Group, and David G. Sadler, business development vice president for the former Equipment Group, becomes president of the new Diversified Group.

All appointments are effective Sept. 1.

Harvester also said it will close a scientific and technical laboratory at Burr Ridge, Ill. About 135 employes will be let go and the remaining 150 will move to its nearby Hinsdale engineering facility, a spokesman said.

The lab shutdown is part of a previously announced plan to cut 1,200 U. S. staff jobs by Sept. 30 for an estimated annual saving of $50 million, the spokesman added.

On another front, officials of Fort Wayne, Ind., where Harvester has a heavy-truck manufacturing facility, submitted a new $22 million aid proposal they hope will persuade the company to continue operations there.

A $30 million aid plan has been proposed by the City of Springfield, O., where Harvester produces medium trucks.

The company said it plans to close one of its three truck plants in Fort Wayne, Springfield and Chatham, Ont.

White reports 3-month loss of $29.9 million

CLEVELAND. — White Motor Corp. has announced that unaudited financial statements filed with the Securities and Exchange Commission disclose a net loss of approximately $29.9 million for the three-month period ended June 30.

In the first quarter, the firm reported net income of approximately $2.7 million. For the first six months of 1982, White had a net loss of about $27.2 million.

The second-quarter results included an estimated $29.4 million loss on disposal of discontinued operations from the proposed sale of the U. S. assets of White Motor Credit Corp. to AB Volvo or its designate.

In September, 1980, White Motor and White Credit filed for reorganization under Chapter 11 of the Bankruptcy Code. Since that time, White, former manufacturer of heavy trucks and farm equipment, has sold substantially all of its operating businesses except that of its finance subsidiaries.

In August, 1981, Volvo White Truck Corp., a subsidiary of AB Volvo, purchased the principal U. S. heavy-truck manufacturing business and assets.

White Credit has continued to provide dealer and retail financing for Volvo White dealers, under an operating agreement with Volvo White Truck Corp.

White Credit no longer is in Chapter 11 proceedings following confirmation of its plan of reorganization in December, 1981.

Completion of the White Credit sale is contingent upon the parties reaching a definitive agreement by Sept. 30, and obtaining certain approvals including that of the Bankruptcy Court.

Domestic total of 113,139 lowest for period since '58

Aug. 1-10 new-car sales decline

By Jenny L. King
Staff Writer

Early August domestic new-car sales were down for the seventh consecutive 10-day period as the U. S. auto makers suffered their worst year-to-year decline since mid-March.

Domestic sales of 113,139 were down 26.80 percent from 154,572 a year earlier. It was the greatest dip since sales fell 43.99 percent last March 11-20, and it was the smallest total for the period since 107,665 units were reported for August 1-10, 1958.

With eight selling days both years, the daily selling average for the period of 14,142 was down 26.80 percent from 19,322 in 1981.

Year-to-date sales through August 10 totaled 3,477,871, down 12.18 percent from 3,960,192 last year.

General Motors plunged 29.10 percent during the period, with sales of 71,473 this year compared with 100,811 in 1981. Ford Motor Co. results of 23,530 were down 21.66 percent from 30,036. Chrysler Corp. dropped 19.60 percent, to 13,676 from 17,009. It was Chrysler's lowest 10-day total so far this year.

Volkswagen of America was down 19.74 percent, to 2,260 from 2,816, and American Motors sales were estimated at 2,200, down 43.59 percent from 3,900 a year earlier.

DOMESTIC SALES

	Aug. 1-10, 1982	Aug. 1-10, 1981
AMERICAN MTRS.	2,200†	3,900†
Chrysler	3,804	1,536
Imperial	24	92
Plymouth	4,691	7,904
Dodge	5,157	7,477
CHRYSLER CORP.	13,676	17,009
Ford	15,263	21,133
Mercury	6,874	7,754
Lincoln	1,393	1,149
FORD MOTOR CO.	23,530	30,036
Buick	14,460	18,250
Cadillac	5,023	4,343
Chevrolet	27,790	38,852
Oldsmobile	15,130	23,188
Pontiac	9,070	16,178
GENERAL MOTORS	71,473	100,811
VOLKSWAGEN	2,260	2,816
INDUSTRY TOTAL	113,139	154,572

† Estimated

GM earned 63.17 percent of the domestic market in the first August period, down from 65.22 percent in 1981. Ford's share of 20.80 percent was up from 19.43 percent. Chrysler sales accounted for 12.09 percent, up from 11.01 percent. VWoA had 2.00 percent, up from 1.82 percent, and AMC had 1.94 percent, down from 2.52 percent.

Of the 14 U. S. makes, only three reported sales increases. Chrysler was up to 3,804 from 1,536 last year, an increase of 147.66 percent; Lincoln moved ahead 21.24 percent, to 1,393 from 1,149, and Cadillac sales of 5,023 were up 15.66 percent from 4,343.

Plymouth was down 40.65 percent, Imperial was down 73.91 percent and Dodge was down 31.03 percent. Ford was down 27.78 percent and Mercury was down 11.35 percent.

Buick dropped 20.77 percent, Chevrolet was down 28.47 percent, Oldsmobile was down 34.75 percent and Pontiac was down 43.94 percent. AMC dropped 43.59 percent and VWoA was down 19.74 percent.

Giugiaro design, other European product plans outlined

ItalDesign working for Ford — U.S. version of Sierra?

By Giancarlo Perini
Special Correspondent

TURIN, Italy.—Designer Giorgetto Giugiaro, of ItalDesign, is working with Ford.

Two bodies in white of the Escort have been seen in the courtyard of the Italian coachbuilder, and insiders report the two are working on a project to bring out a U. S. version of the Sierra.

The Sierra is Ford of Europe's replacement for the Cortina/Taunus — sized larger than the Escort.

Giugiaro has also worked on a prototype of the Escort Cabriolet on behalf of Karmann—the coachbuilder of Volkswagen convertible fame.

Giugiaro is no stranger to American car design. He has done it for American Motors and is now linked to General Motors through work for Isuzu.

A number of model changes are on the way in Europe.

Rumors here call for a restyled Fiat Panda, with a more aerodynamic front end similar to that of the Project Uno (which is to replace the 127).

In the meantime, a new Lancia is in the works, restyled from the Delta. After that, a notchback Fiat Ritmo is scheduled, with a new front end mated to the current body.

Eventually, the Project Uno generation is to replace the Fiat 127 and an Autobianchi-designed car will replace the A-112. Whether this model will be called an Autobianchi or a Lancia is still uncertain.

• The new Uno model will not be at the Paris show, opening Sept. 30 (where the Sierra, the Citroen BX, the Opel Corsa and the new Audi 100 are to be unveiled), but it is likely to be launched late this year or at the beginning of 1983 — a bit after Mercedes-Benz introduces its new 190 series.

The Uno is almost as long as the 127 it will replace, but is to be lighter (1,550 pounds in its basic version) and to get a drag coefficient of 0.4 or lower.

Lancia has apparently decided to drop plans to add power and performance to the Gama range through fuel injection and turbocharging.

This fall, the more powerful Trevi Volumex is slated to go into regular production. And much farther down the pipeline is a turbocharged Delta with permanent four-wheel drive.

The new Audi 100 (Audi 5000 in the U. S.) is said to have a drag coefficient of 0.3. Audi has also developed a turbocharged 200 series with four-wheel drive, designed to be the fastest sedan on the road, with a top speed around 140 MPH.

• At Alfa Romeo, the present Alfasud range is to be replaced by a new model styled like the Giulietta. The change is slated for no earlier than 1984 — at least one year after the lower-line Alfa-Nissan A.R.N.A. car debuts.

Meanwhile, Alfa Romeo is preparing to launch a diesel version of the Giuletta. Alfa also plans to enter the 2.4-liter segment — recently entered by Rover — with a VM engine installed in the Alfetta.

The company has just introduced its top-of-the-line Alfetta Quadrifoglio Oro in Europe. Its 2.0-liter gasoline engine offers electronic fuel injection (installed since 1969 on its U. S. version). The fuel-injection system on this car has a mechanical cylinder cutoff system for fuel economy.

Because production capacity at the company's Spica plant is limited, the Quadrifoglio with the cylinder cutoff system is for sale only in Italy at this time.

The Quadrifoglio's interior has also been refined for 1982 and electric door locks and seat adjustment have been added.

The small diesel engines are doing well, too—notably the 1.3-liter offered by Fiat in the 127 range. It is now available in a light truck derived from the 127 and called the Fiorino.

Renault is also planning a new small diesel that will probably be fitted in the Renault 9 (similar to the Alliance in the U. S.) and perhaps the 5 (Le Car) starting in 1983.

Retail and wholesale programs abound

GM, AMC, Isuzu offering incentives

By Joseph Bohn
Marketing Editor

Retail and wholesale incentive activities continue briskly, both on the domestic and import sides.

Along with General Motors' new retail program, there are retail and wholesale programs on American Motors cars and trucks and a retail incentive on Isuzu pickups.

GM expanded its dealer incentive to include Cadillac Seville, the A-body models and small and full-sized pickup trucks.

The incentive on Seville includes demos. GM is paying dealers a flat $1,275 for each Seville they retail from Aug. 13 to Sept. 22.

GM calls it the "Silver Certificate" program, and is assigning silver certificates to identify the cars, although this is strictly a dealer incentive (not a consumer rebate).

Meanwhile, dealers receive a $400 incentive on retail deliveries during Aug. 12-31 of '82 A-cars — the Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Cierra and Buick Century.

GM's previously announced program on '82 Chevrolet Chevette, Cavalier and Citation; Pontiac T1000, J2000 and Phoenix; Oldsmobile Firenza and Omega; Buick Skyhawk and Skylark and Cadillac Cimarron continues through Aug. 31 unchanged. It pays dealers $600 on Cimarron sales and up to $400 on sales of the other lines.

Under the new plan, Chevrolet and GMC dealers also receive up to $350 on small pickups, the S-10 and S-15, from Aug. 13 to Sept. 22.

Non-retroactive payments are as follows: Zero for 0-20 percent of objective; $200 for 20-80 percent and $350 for 80 percent and over.

There's also an Aug. 4 to Sept. 22 wholesale/retail incentive on '81/'82 Chevrolet LUV import trucks.

Dealers can earn $400 on each 2-wheel-drive LUV model or $600 on each 4-wheel-drive model they retail during the period; or they can earn those amounts on each purchase of units from the factory.

They can collect double—once for buying, again for selling—only on Series 12 ('82) models. On the '81 models, they can collect only once, either for buying or selling.

Finally, GM has a retail incentive on the half-ton and three-quarter-ton Chevrolet C-10 and C-20 and GMC C-1500 and C-2500 pickup trucks from Aug. 13 to Sept. 22.

Payments are nothing for 0-20

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Small diesel in vogue

Fiat's Fiorino, adapted from the 127 range, is offered with a 1.0-liter gasoline engine or a 1.3-liter diesel. The trend toward diesels is continuing strong in Europe, with Renault planning a small plant for its R-9 and possibly its 5-series cars in 1983. Alfa Romeo is planning to put a 2.4-liter VM diesel in its Alfetta.

First data not so good in 35-MPH crash tests

By Helen Kahn
Washington Bureau Chief

WASHINGTON — Preliminary data on the 35-MPH-and-over crash tests on three '82 models show that one exceeded the 1,000 Head Injury Criteria number used for compliance with safety standards at 30 MPH for the driver and the other two exceeded HIC for the front seat passenger.

More than 1,000 HIC is usually read as very serious injury or fatality.

The '82 Volkswagen Scirocco, tested at 35.1 MPH, showed 1,482 HIC for driver and 683 for the passenger. Chest deceleration — using 60 Gs for acceptable level for 30 MPH under standard 208 — was 54 for the driver and 37 for the passenger.

All four femur loads, right and left, for driver and passenger, were well below the 2,250-pound standards. The Scirocco also passed three other standards usually tested at 30 MPH: 212, windshield mounting; 219, windshield intrusion, and 301, fuel system integrity tested frontally.

The '82 Dodge Omni four-door tested at 35.2 MPH, showed HIC 639 for the driver but 1,703 for the passenger. Chest deceleration was a relatively high 58 for the driver but only 43 for the passenger.

Femur loads were well within range but somewhat higher — 1,450 — for the passenger's right leg. The Dodge passed standards 212, 219 and 301.

The 1982 Saab 900 four-door, tested at 35.3 MPH, showed a 734 HIC for the driver but 1,116 HIC for the passenger. Chest deceleration was well below 60 Gs — 39 for the driver and 35 for the passenger — and femur loads were all low. The Saab also passed standards 212, 219, and 301.

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Consortium offers to buy troubled Clenet operation

GOLETA, Calif. — Robert Wallach, president of a New York management consultant firm that specializes in specialty-car makers, said he has made a written offer to buy Clenet Coachworks, the low-volume builder of neoclassic cars here.

He said the offer was made to S. Prestley Blake, financial partner in the Clenet operation. Wallach would head a consortium of buyers.

Alain Clenet, the company's founder, could not be contacted for comment: Phones at the plant have been disconnected, after the court shut down the plant for unpaid rent bills due Blake. Clenet indicated earlier he planned to buy out Blake (Automotive News, Aug. 9), hinting of another partner.

Wallach is believed to be one of several potential buyers investigating a buy into Clenet.

Chrysler betting plenty on its new E-bodies

By Jim Plegue
Staff Writer

Harold Sperlich, president of Chrysler Corp.'s North American Automotive Operations, drove a 1983 E-body sedan to the speaker's podium at the Jefferson Ave. assembly plant in Detroit last week, signaling Phase Four of the company's front-wheel-drive program.

Chrysler will build about 90,000 of the front-drive E-body models — the Dodge 600 and 600-ES, the Chrysler E Class and, beginning in December, the Chrysler New Yorker — at the modernized Jefferson Ave. plant during the '83 model year.

Public introduction for all but the New Yorker version is set for early October.

"We've invested $136 million dollars to make these the most exciting and comfortable cars we've ever manufactured," Sperlich said during the official production launch, predicting that the E-bodies "will become the standard family car of the future."

The E bodies are the largest of Chrysler's front-drive cars, riding on a 103-inch wheelbase and based on a stretched K-car platform. Other K-cars have a wheelbase of just under 100 inches.

Sperlich said E-body production will comprise about 60 percent of Jefferson plant capacity; the balance will be Chrysler compact and other intermediate front-drive cars.

Sperlich announced a few details of the new E-cars. The sporty Dodge 600-ES features blacked-out trim, quick-ratio steering and sport suspension using performance tires, high-rate front and rear sway bars and "high control" shock absorbers.

The Chrysler E Class, a six-passenger sedan, will yield an estimated 32 miles per gallon freeway, 23 MPG city, Sperlich said. The E Class will have standard power brakes, the 2.2-liter K-car engine (which has more horsepower for 1983) and three-speed automatic transaxle.

The E-bodies have 17 cubic feet of trunk space, more than Chevrolet Celebrity or Buick Century (GM's new front-drive A-body cars), Sperlich said.

They represent the fourth step in Chrysler's ongoing switch to

Continued on Page 44, Col. 1

First order of business for '83 ad campaign

Pontiac goal: 2000, 6000 awareness

By Joseph Bohn
Marketing Editor

PONTIAC. — Creating awareness for the 2000 and 6000 is the first order of business as Pontiac kicks off its '83 campaign.

It's indicative of the difficulty these days of getting consumer attention that Pontiac, despite previous heavy ad support, is "nowhere near where we want to be or where we ought to be" on public awareness of these cars, said James Graham, director of merchandising.

For '83, print ads, for example, will feature "Pontiac 2000" and "Pontiac 6000" in big, bold headlines, taking nearly one-third of the top of double-page spreads. The 2000 is Pontiac's J-car; the 6000 is its A-car.

The 2000 and 6000, along with Grand Prix and, later in November, Firebird are the feature cars, receiving the heaviest advertising emphasis this fall.

They were chosen because they best exemplify the division's new theme, "Pontiac. We build Excitement."

It's a theme that represents, as Graham said, more of a philosophy statement than a slogan — one that will stay with the division well into the '80s, as it seeks to recapture the glory years of the '50s and '60s.

• Pontiac has been a division in search of an identity ever since the first oil embargo.

It pulled back too far from its performance image, trying to mirror prevailing attitudes of post-1974, and committed the ultimate sin: Blandness.

"We tried to out-value the low end of the market and . . . to out-velour the top end," Graham observed, and in the process it lost its strong suit—performance.

In seeking to "gain back the old aura . . . (we) had when we were a hot division," Pontiac, as indicated, put its promotional weight behind its "excitement" cars.

Grand Prix will become the early '83 feature car, along with 2000 and 6000. By November, the emphasis will shift to Firebird, 2000 and 6000.

Grand Prix print ads, which also feature the name, say, "There's new excitement in our '83 Grand Prix."

Following an action shot of the car, ad copy talks about the new performance of the 305 V-8. The lack of V-8 availability had been a disappointment to luxury sporty buyers, Graham said.

Print for the 6000 will carry the bold banner "Pontiac 6000" followed by a picture, then the keynote theme, "European performance. American technology. World Class."

Print for the 2000 will carry the banner "Pontiac 2000," followed by a picture of the car, then "5-speed overhead cam fuel injection."

• Bonneville ads talk about its six-passenger roominess and comfort, with interior shots of the car.

Indicative of the ad emphasis, in a budget that is roughly 80 percent TV and 20 percent magazine, Bonneville and the 1000 will receive only print ad support. Other lines will get both TV and print.

Pontiac is creating a syndicated musical special for Jan. 23 which will also feature the new 6000 STE (Special Touring Edition).

The syndicated ad-hoc special airs 8-9 p.m. Sunday, Jan. 23, and will feature a tribute to Americans and their cars: "An affectionate look back at what cars mean to people and what they have meant through the history of the country," said Graham.

The special will feature a roster of top Hollywood names and intersplice filmed segments of the '83 dealer show.

Pontiac, along with AC Delco and GM Parts, will co-sponsor four minutes of national commercial time with Pontiac dealer groups being urged to buy into the remaining four minutes of local market spots.

• Pontiac has tried syndication in the past, with limited success. The capability now of literally creating an ad-hoc fourth network, covering 85 percent of the country makes officials confident of success.

Graham noted that in taking "elements that we're producing anyway (i.e., for the dealer show) and using them for another purpose (the syndicated TV), we're maximizing the value of our investment."

Pontiac will promote the show nationally and has employed an outside national entertainment public relations firm for the purpose.

If the show proves as successful as anticipated, "Be assured we'll do it again," said Graham.

In its regular TV buys, Pontiac made "heavy up-front" commitments on prime time shows and in sports, particularly NFL football.

Graham added, "We hope to spend more (in '83 advertising). We're requesting a greater amount of money."

If products at General Motors, for example, have become increasingly alike in recent years, "the difference can be in merchandising them," Graham added. "And with no humility at all, we think we can do it better than anybody else."

D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., is the agency.

New-car total is 717,358 for month

June registrations trail year ago

By Jenny L. King
Staff Writer

Total new-car registrations were up for the sixth consecutive month in June compared with the preceding months of 1982, but they missed the year-ago June total by some 30,000 units. Domestic new cars were down from May, 1982 and from June, 1981, according to figures compiled by R. L. Polk & Co.

The June registration total of 717,358 was an increase of 1.34 percent over May's 707,869. It was down 4.01 percent from 747,305 in June last year. Recent low for the month was 675,964 recorded in 1980.

Domestics totaled 510,985 in June, down 1.50 percent from 518,746 the preceding month and down 2.63 percent from 524,797 a year earlier.

Imports were down 7.25 percent in June, to 206,373 from 222,508 in 1981. Their share of the month's market dropped one percentage point, to 28.77 percent from 29.77 percent.

Total new-car registrations for the first half of 1982 were down 13.95 percent, to 3,778,109 from 4,390,708 last year. The domestics dropped 13.43 percent, to 2,698,079 from 3,116,537. Imports were down 15.24 percent, to 1,080,030 from 1,274,171.

The imports' share of the first-half market was off 0.43 percentage points, to 28.59 percent from 29.02 percent in 1981.

General Motors, Ford Motor Co. and Chrysler Corp. all posted market share increases in June compared with a year ago. GM was up 0.84 percentage points, to 43.92 percent from 43.08 percent. Ford pushed to 17.77 percent from 17.61 percent, an increase of 0.16 of a percentage point, and Chrysler was up 0.28 of a point, to 8.66 percent from 8.18 percent.

AMC dropped 0.28 of a point, to 1.04 percent from 1.32 percent, miscellaneous domestics claimed 0.04 percent of the market both years and imports were down to 28.77 percent from 29.77 percent.

In the domestic-only market, GM had 61.66 percent in June,

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Ford had 24.94 percent, Chrysler had 11.88 percent, AMC had 1.47 percent and miscellaneous domestics had 0.05 percent.

A year earlier, the domestic-only breakdown was: GM, 61.35 percent; Ford, 25.08 percent; Chrysler, 11.64 percent; AMC, 1.87 percent, and miscellaneous, 0.06 percent.

For the first six months of 1982, GM, Ford and miscellaneous domestics improved their shares of the total market, as AMC, Chrysler and the imports gave ground.

GM was up 1.01 percentage points, to 44.54 percent from 43.53 percent last year. Ford pinched off an increase of 0.08 percentage points, getting 16.96 percent compared with 16.88 percent a year earlier. Miscellaneous domestics accounted for 0.04 percent, up from 0.03 percent.

Chrysler was off 0.24 percentage points in the first half, to 8.65 percent from 8.89 percent, AMC dropped to 1.22 percent from 1.65 percent and imports were down 0.43 of a point, to 28.59 percent from 29.02 percent.

In the domestic-only market-through June 30, GM had 62.37 percent, Ford had 23.75 percent, Chrysler had 12.12 percent, AMC had 1.71 percent and miscellaneous had 0.05 percent.

Comparable shares in 1981 were as follows: GM earned 61.32 percent, Ford had 23.78 percent, Chrysler had 12.53 percent, AMC had 2.33 percent and miscellaneous had 0.04 percent.

• Of the total June market, the imports' share of 28.77 percent was far and away the largest. U. S. intermediates followed with 22.58 percent, compacts had 17.78 percent, subcompacts had 14.57 percent, standards had 10.91 percent and luxury cars had 5.39 percent.

A year earlier, the month's market-class analysis was as follows: Imports, 29.77 percent; intermediates, 20.16 percent; compacts, 19.99 percent; subcompacts, 15.37 percent; standards, 10.30 percent and luxury models, 4.41 percent.

Of domestics only, intermediates claimed 31.71 percent of the June total, compacts had 24.97 percent, subcompacts had 20.45 percent, standards had 15.32 percent and luxury cars had 7.55 percent.

In the first half of 1982, imports cornered 28.59 percent of the market, intermediates had 21.43 percent, compacts had 18.62 percent, subcompacts had 15.70 percent, standards had 10.29 percent and luxury cars had 5.37 percent.

Slump brings new GM cuts; GMAD and Cadillac affected

DETROIT.—The auto depression took some more bites at General Motors last week.

The company announced the Oct. 1 closing of one assembly plant, an indefinite delay in '83-model production at another and the end of second-shift operations at two more.

Also, Cadillac will lose two of its Detroit activities — stamping and metal plating—and a Rochester Products plant in Tuscaloosa, Ala., will be closed.

The actions involve 11,000 workers. The General Motors Assembly Division cutbacks will place 9,100 on indefinite layoff. There will be 1,600 affected at Cadillac and 300 at Rochester Products.

At GMAD, the Framingham (Mass.) plant will start production of '83 Chevrolet Celebrity and Pontiac 6000 models Aug. 25, but it will close indefinitely on Oct. 1. About 3,400 employes will be laid off.

The Lakewood (Ga.) plant will delay indefinitely the start-up of '83 Chevrolet Chevette and Pontiac 1000 models. Output had been slated to begin Sept. 7. About 1,700 will be on indefinite layoff.

Second-shift operations will be discontinued at GMAD plants at Leeds, Mo., and North Tarrytown, N. Y. The Leeds cutback begins Aug. 30 and involves Buick Skyhawk and Oldsmobile Firenza.

The North Tarrytown reduction begins Sept. 13 and applies to Buick Skylark, Chevrolet Citation and Pontiac Phoenix. Some 2,000 employes will be indefinitely laid off at each plant.

• At Cadillac in Detroit, stamping operations at Conner Ave. and metal plating operations at Clark Ave. will be consolidated with similar activities at other GM plants for economic reasons.

The consolidation will take place during the next three years and will involve about 1,600 employes, 1,150 at Conner Ave. and 460 at Clark Ave.

Most of the stamping activities will be moved to GM facilities in Pontiac and Flint, and the metal-plating work (bumpers) will go to Oldsmobile in Lansing. The Conner Ave. plant produces hoods, fenders and other metal stampings.

Edward C. Kennard, Cadillac general manager, said GM has too much metal stamping and plating capacity, and these operations must be consolidated at other GM facilities if the company is to remain competitive.

The Rochester Products plant in Tuscaloosa is to be closed within six months. Some 300 jobs will be affected.

The Tuscaloosa plant makes carburetors, emission-control parts and carburetor service kits for the aftermarket. Production will be shifted to the division's plants in the Rochester (N. Y.) area.

Gilbert elected FISITA president

WARRENDALE, Pa. — Joseph Gilbert, executive vice president of the Society of Automotive Engineers, has been elected president of FISITA, the International Federation of Automobile Engineering Societies.

Gilbert's two-year term will begin during the XIXth International FISITA Congress in Melbourne, Australia, Nov. 8-12.

NEW-CAR MARKET SHARES IN U. S.

	JUNE					SIX MONTHS				
	Regis. June, 1982	Percent Share of Market	Regis. June, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis. 6 mos., 1982	Percent Share of Market	Regis. 6 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	111,839	15.59	118,414	15.85	− 0.26	618,032	16.36	749,538	17.07	− 0.71
Ford	88,547	12.34	92,352	12.36	− 0.02	443,086	11.73	530,731	12.09	− 0.36
Oldsmobile	73,020	10.18	75,931	10.16	+ 0.02	378,268	10.01	425,419	9.69	+ 0.32
Buick	66,641	9.29	62,484	8.36	+ 0.93	341,212	9.03	364,017	8.29	+ 0.74
Pontiac	42,755	5.96	48,076	6.43	− 0.47	232,093	6.14	268,499	6.13	+ 0.01
Mercury	30,961	4.32	33,934	4.54	− 0.22	158,173	4.19	178,482	4.06	+ 0.13
Plymouth	22,898	3.19	29,131	3.90	− 0.71	126,263	3.34	177,455	4.04	− 0.70
Dodge	21,724	3.03	25,585	3.42	− 0.39	123,568	3.27	160,988	3.67	− 0.40
Cadillac	20,803	2.90	17,039	2.28	+ 0.62	113,215	3.00	103,185	2.35	+ 0.65
Chrysler	16,086	2.24	6,391	0.86	+ 1.38	77,139	2.04	52,026	1.18	+ 0.86
Lincoln	7,949	1.11	5,309	0.71	+ 0.40	39,549	1.04	31,951	0.73	+ 0.31
AMC	7,499	1.04	9,845	1.32	− 0.28	46,076	1.22	72,463	1.65	− 0.43
GENERAL MOTORS	315,058	43.92	321,944	43.08	+ 0.84	1,682,820	44.54	1,911,103	43.53	+ 1.01
FORD MOTOR CO.	127,457	17.77	131,595	17.61	+ 0.16	640,808	16.96	741,164	16.78	+ 0.08
CHRYSLER CORP.	60,706	8.46	61,107	8.18	+ 0.28	326,970	8.65	390,469	8.89	− 0.24
AMERICAN MOTORS	7,499	1.04	9,845	1.32	− 0.28	46,076	1.22	72,463	1.65	− 0.43
IMPORTS	206,373	28.77	222,508	29.77	− 1.00	1,080,030	28.59	1,274,171	29.02	− 0.43
MISCELLANEOUS	263	0.04	306	0.04	.....	1,405	0.04	1,338	0.03	+ 0.01
TOTAL	717,358		747,305			3,778,109		4,390,708		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Registrations in first half rise 10.9 pct.

With sizeable increases in all three light-truck classifications, registrations of new trucks of all types in the U. S. in the first half of 1982 were significantly higher than a year ago.

According to R. L. Polk & Co. statistics, 1,204,538 trucks were registered through June, an in-

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crease of 10.9 percent over the 1,085,915 units tallied in the like period in 1981.

In June, there were 225,522 new-truck registrations, a gain of 12.3 percent over the year-ago 200,866 units.

Light-truck tallies in the first half were up 13.9 percent, from 381,350 units a year ago to 1,117,959. Mediums dropped 23.4 percent to 19,265 units, compared with last year's 25,163. Heavies were off 15.2 percent, from 79,402 in 1981 to 67,314.

There were increases in the first half in only three of the eight weight groups — light trucks were up and the big trucks were down.

The Group 1 count, with the new domestic compact pickups providing the spark, soared to 617,788 units, an increase of 14 percent over the year-ago 542,-037.

• Growth in sales of van conversions and other types of recreational vehicles contributed largely to the gain in Group 2 registrations. The January-June total was 490,467, up 13.3 percent over last year's 432,902.

The biggest percentage in-

Continued on Page 13, Col. 1

One of TravelMaster's firsts

Belinda Barnett, president, TravelMaster Vans, Arlington, Tex., and Doug Barnett, right, general manager, deliver one of the new custom-van manufacturer's first products to Mike Hicks, Vogt GMC, Arlington.

Coachmen, Winnebago note sales, profits gains

Substantial improvement in second-quarter sales and earnings has been reported by Coachmen Industries, Inc., while Winnebago Industries, Inc., noted good gains in both net earnings and sales in its fiscal third quarter ended May 29.

Coachmen sales in the April-June period were up 12.4 percent to approximately $70 million, compared with $62.3 million a year ago. Net earnings amounted to about $2.9 million, an increase of 60 percent over the year-earlier $1.8 million.

Thomas H. Corson, chairman, attributed much of Coachmen's rise in earnings to continuing emphasis on cost controls, increased sales and improved capacity utilization.

"Retail demand for our recreational-vehicle products was strong during the quarter," he said. "This demand pulled down dealer inventories to low levels. The restocking of these inventories should augment results in the third quarter."

For the first half, Coachmen sales totaled approximately $126.3 million, an increase of 21 percent over last year's $104.3 million. Net earnings increased to $2.8 million, up 7.7 percent over the year-ago $2.6 million.

Corson said second-quarter earnings last year included a non-recurring gain of approximately $726,492 from the sale of excess manufacturing facilities. A comparable gain of about $72,-755 was included in this year's second quarter, he added.

Winnebago's net earnings in the third quarter amounted to almost $3.4 million, a gain of 89 percent over the year-earlier $1.8 million. Included in the cur-

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U. S. TRUCK REGISTRATIONS

SIX MONTHS, 1982 VS. 1981★

	6 mos., 1982	Percent Share of '82 market	6 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Chevrolet	390,445	32.42	332,610	30.63	+ 1.79
Ford	363,511	30.18	349,103	32.15	− 1.97
Dodge	110,860	9.20	82,481	7.60	+ 1.60
GMC	108,451	9.00	80,285	7.39	+ 1.61
Jeep	29,232	2.43	26,364	2.43	.....
International	21,604	1.79	30,259	2.79	− 1.00
Mack	8,047	0.67	9,468	0.87	− 0.20
Plymouth*	5,583	0.46	8,441	0.78	− 0.32
Kenworth	3,762	0.31	5,342	0.49	− 0.18
Freightliner	3,613	0.30	4,324	0.40	− 0.10
Peterbilt	2,942	0.25	3,040	0.28	− 0.03
Mercedes-Benz	1,537	0.13	1,820	0.16	− 0.03
White	996	0.08	1,424	0.13	− 0.05
Western Star	374	0.03	427	0.04	− 0.01
Autocar	312	0.03	634	0.06	− 0.03
Volvo	248	0.02	769	0.07	− 0.05
Miscellaneous**	153,021	12.70	149,084	13.73	− 1.03
TOTALS	1,204,538	100.00	1,085,915	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

SIX MONTHS, 1982 VS. 1981★

	6 mos., 1982	Percent Share of '82 market	6 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	15,501	23.03	16,585	20.89	+ 2.14
International	14,589	21.67	20,528	25.85	− 4.18
GMC	12,717	18.89	10,550	13.29	+ 5.60
Mack	6,945	10.32	8,856	11.15	− 0.83
Chevrolet	4,005	5.95	5,323	6.70	− 0.75
Kenworth	3,762	5.59	5,342	6.73	− 1.14
Freightliner	3,613	5.37	4,324	5.45	− 0.08
Peterbilt	2,942	4.37	3,040	3.83	+ 0.54
White	996	1.48	1,424	1.79	− 0.31
Mercedes-Benz	450	0.66	449	0.56	+ 0.12
Western Star	374	0.56	427	0.54	+ 0.02
Autocar	312	0.46	634	0.80	− 0.34
Volvo	248	0.37	754	0.95	− 0.58
Miscellaneous	851	1.26	1,166	1.47	− 0.21
TOTALS	67,314	100.00	79,402	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1982 and 1981.

Industry sales in July, 7 months exceed '81 totals

America's franchised truck dealers and factory outlets retailed 197,823 new trucks of all types in July, an increase of 3.4 percent over last year's 191,400 units.

For the first seven months of the calendar year, the total was 1,536,282, up 10.4 percent over the 1,392,041 units sold in the like period in 1981.

Through July, sales of light trucks were up significantly over a year ago, but the big vehicles continued to decline.

The light-truck total in the January-July period was 1,419,-356, an increase of 13.7 percent over the year-earlier 1,248,639 units.

Big trucks, medium and heavy, were off 18.5 percent, from 143,-402 units in 1981 to 116,926. The medium total was down 43.3 percent to 28,078, compared with 49,514 a year ago. Heavies dropped 5.5 percent, from 93,888 units last year to 88,848.

Sales of the compact pickup trucks were up dramatically for both the month and the January-July period.

During the month, dealers retailed 59,266 compacts, both domestic and imports, an increase of 48.9 percent over last year's 39,798. The seven-month count was up 45.7 percent, from 292,-298 a year ago to 425,926 units.

recreation on wheels

June shipments highest since '79

First-half deliveries of RVs up 9.9 percent

First-half shipments of recreational vehicles from manufacturers to retail outlets in the U. S. were up almost 10 percent over last year, and June deliveries were the highest in more than three years.

Through June, according to the Recreation Vehicle Industry Assn., manufacturer members shipped approximately 135,800 units of all types to their dealers, an increase of 9.9 percent over last year's 123,600 vehicles.

Shipments during the six months were up over a year ago in all three major RV categories — towable units, motor homes and multi-use vehicles.

In June, RVIA members delivered about 29,900 units, a gain of 36 percent over last year's 22,000 and almost 29 percent higher than the May total of 23,200 units.

"Factory sales incentives appear to be responsible for part of this strong (June) showing," an RVIA spokesman said.

The last time that monthly shipments exceeded the June total was May, 1979, when approximately 32,500 units were delivered. The June total that year was 21,700, down 57.6 percent from the pre-slump, year-earlier 51,200 units.

• The Index of Consumer Sentiment in June, however, was not as encouraging as was the sharp rise in shipments. It was down 1.8 points to 65.7 for the month.

"Less favorable business expectations was the primary reason for the decline in sentiment," said Dr. Richard Curtin, the survey's director. Unemployment remained the dominant concern of consumers in the June survey, he added.

Shipments of all towable RVs in the first half were up 1.9 percent, from approximately 58,400 units in 1981 to 59,500. The June total was up 2.8 percent to 11,-100 units, compared with 10,800 a year ago.

Conventional and fifth-wheel

Continued on Page 41, Col. 1

Coachmen to buy Midas RV, van and plastic units

MIDDLEBURY, Ind.—Coachmen Industries, Inc., has entered into an agreement in principle with Midas International Corp., an IC Industries company, whereby Coachmen will acquire certain Midas recreational-vehicle operations.

Thomas H. Corson, Coachmen chairman, said the transaction involves the Midas RV, van and plastics operations. These operations are located in Elkhart and Mishawaka, Ind., and New Tazewell, Tenn.

Corson said the addition of the Midas RV operations will increase the company's penetration of motor-home markets by as much as 50 percent and will nearly double Coachmen's share in van conversions.

"This acquisition is part of our planned program for strengthening our participation in the motor-home segments of the RV industry," he added. "We are confident that Coachmen's position in the marketplace will be greatly enhanced."

While the price of the transaction is subject to audits, Coachmen officials said it would be approximately $3 million.

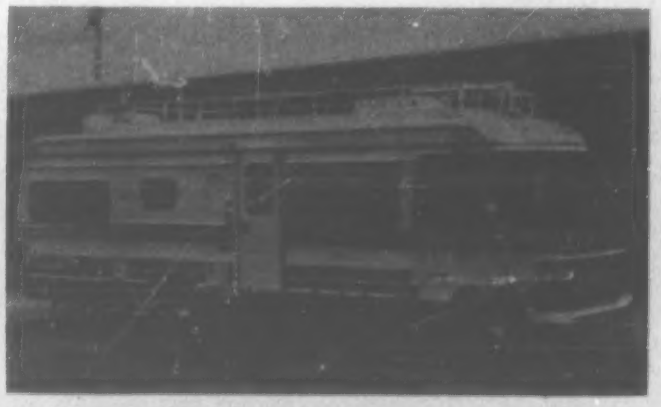
Rupp to succeed Burbank as chief at Freightliner

STUTTGART, West Germany. —Daimler-Benz AG has named Peter E. Rupp vice chairman and president of Freightliner Corp. and Mercedes-Benz Truck Co., both located in Portland, Ore. The move is effective Nov. 15.

Rupp, 52, will succeed Ronald E. Burbank, 53, currently president of the two truck-building firms. Until the November date, Burbank will remain responsible for all Daimler-Benz truck activities in the U. S.

Rupp currently is president of Euclid, Inc., Cleveland, and will be succeeded by Juergen E. Schrempp, 38, a member of the

Continued on Page 41, Col. 1



Holiday modified for Mideast use

Holiday of Orlando, Inc., Orlando, Fla., is modifying Holiday Rambler motor homes for use in the Middle East under a contract with Inter Amar Enterprises, Abu Dhabi. The unit's frame is elevated six inches to permit use of "doughnut" tires for easy movement over desert terrain.

Light-weight classes lead gains

Truck registrations up 10.9 pct. for first half

Continued from Page 12

crease was achieved by Group 3 trucks, again due principally to the strong demand for motorized recreational vehicles. The six-month total of 9,704 tallies was 51.4 percent higher than the year-ago 6,411 units.

Group 6 suffered the greatest percentage loss in the first half. Registrations were off 23.9 percent, from 24,302 units in 1981 to 18,505.

Group 5's total dropped to 755 units through June, 11.5 percent lower than last year's 853. There were only five Group 4 tallies in the first half, compared with eight in 1981.

In Group 7, there were 30,186 registrations through June, a decline of 10.7 percent from last year's 33,815. Heavies were down 18.6 percent, compared with 45,587 in the first six months of 1981.

In June, Ford had 75,247 tallies to 68,485 for No. 1 Chevrolet and reduced the latter's first-half lead to approximately 27,000 units. Through June, Chevrolet had 390,445 registrations and Ford had 363,511.

Chevrolet's share of total six-month registrations was up 1.79 percentage points, from 30.63 percent a year ago to 32.42 percent this year. The Ford share, on the other hand, was off 1.97 points to 30.18 percent, compared with 32.15 percent in 1981.

Ford was No. 1 in heavy-truck registrations through June, with a lead of almost 1,000 units over International.

Ford's penetration was up 2.14 points, from 20.89 percent in 1981 on 16,585 tallies to 23.03 percent on 15,501 units. International's share dropped 4.18 points to 21.67 percent on 14,589 tallies, compared with 25.85 percent a year ago on 20,528 units.

GMC scored the biggest gain in penetration in the first half. Its 12,717 tallies through June accounted for 18.89 percent, an increase of 5.60 points over last year's 13.29 percent on 10,550 units.

A surge in deliveries of Group 7 trucks since Jan. 1 was responsible for the big boost in GMC's penetration. Through June, GMC's Group 7 count was 8,345 units, a gain of 56.4 percent over last year's 5,334.

Saab appoints 25 U.S. dealers during first half

ORANGE, Conn.—Saab-Scania of America appointed 25 dealers during the first half of this year and had 310 outlets at the end of June, 55 of them Saab exclusives, according to Sten O. Helling, sales and marketing vice president.

Saab had 307 dealers in the U. S at the beginning of this year.

Helling said the company is aiming for 350 dealers nationally as the first step in its long-range planning.

New Saab dealers appointed during the first half are: Fitzgerald Cadillac - Saab, Fort Wayne, Ind.; Saab Country, Scottsville, N. Y.; Moore Cadillac-Jaguar-Saab, Ellisville, Mo.; Zimbrick, Inc., Madison, Wis.; Holiday Saab, Fort Worth; Tradewind Ford - Saab, Corpus Christi, Tex., and Wigglesworth Imports, West Chicago, Ill.

Also: Downers Grove Saab, Downers Grove, Ill.; Plaza Motors, Palm Springs, Calif.; Wolf Import Motors, Inc., Painesville, O.; Autohaus of Asheville, Inc., Asheville, N. C.; Bill Hanna Ford - BMW - Saab, Shreveport, La., and Kelly Saab, Chattanooga, Tenn.

Also: Bob Richards Saab, Augusta, Ga.; Jeffords Motor Car Co., Brookfield, Wis.; Friedman Toyota, Des Moines; Seymour Cadillac-Saab, Detroit; Schaefer Pontiac, Racine, Wis., and Merrill Bean Chevrolet-Saab, Ogden, Utah.

Also: Foothills Saab, Fort Collins, Colo.; Pray Saab, Greenwich, Conn.; Lynch Buick, Chicago; Hanley - Dawson Toyota-Saab, Chicago; George White Chevrolet, Ames, Ia., and Castle Toyota-BMW - Saab, Edgewood, Md.

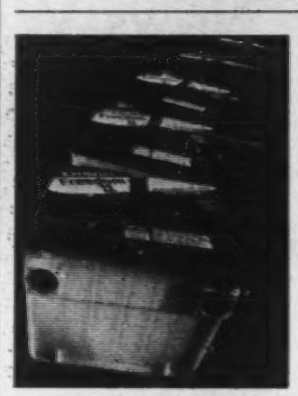
Ford shuts off plant time clock

ST. LOUIS. The Ford Motor Co. car assembly plant in suburban Hazelwood, has abandoned time-clock punching, a direct dividend of the Employe Involvement work group.

The decision to drop the practice for a six-month trial period saves time at the beginning and end of the shift when long lines appear. The plant, which builds full-size Mercurys, employs 1,200 production workers. Another shift will be added in October.

The company says it saves supplies and time. Foremen will report workers' hours on time sheets.

A BATTERY OF EXPERTS.



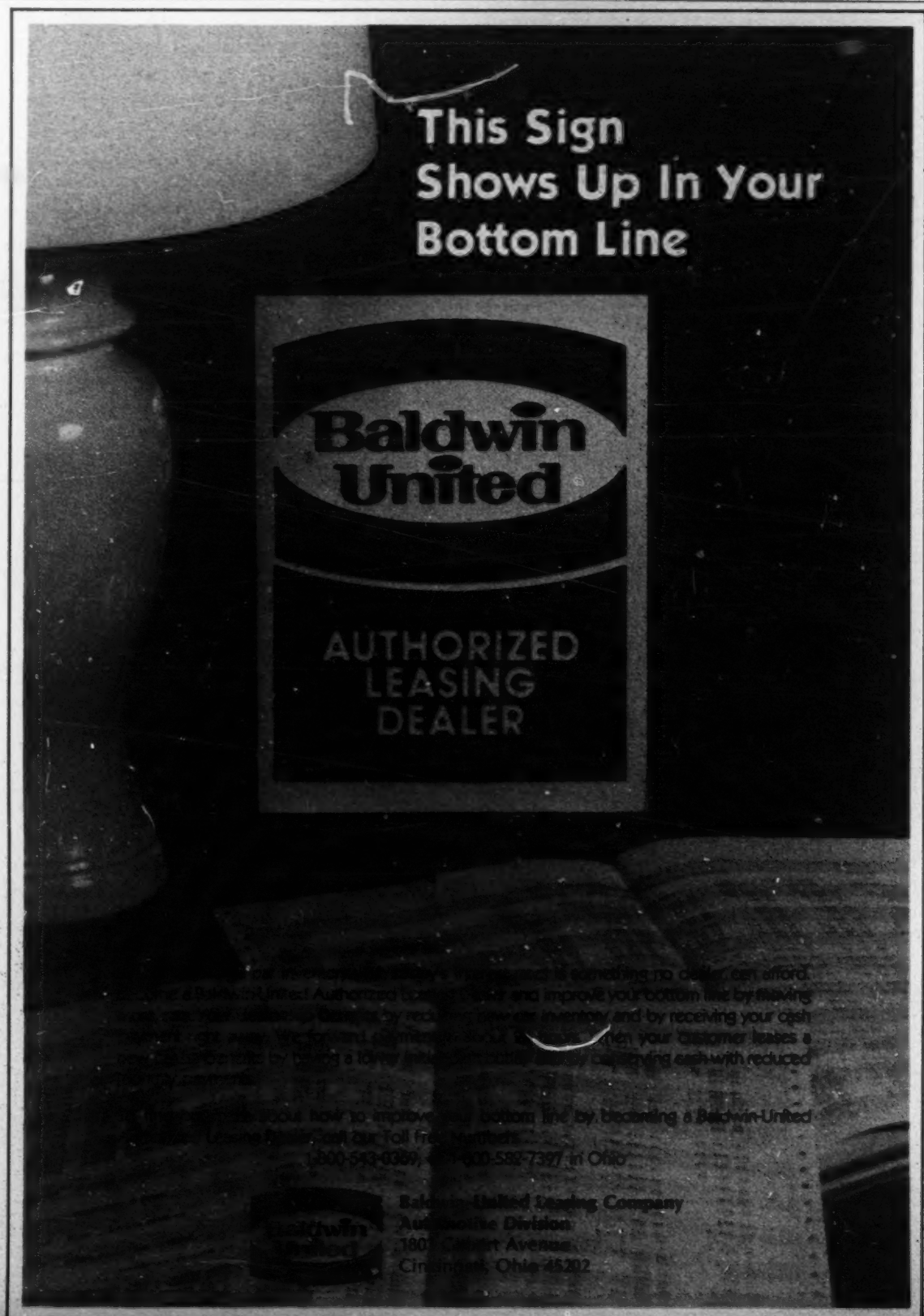
For years Delco Remy has been an acknowledged leader in battery technology.

And you can see that expertise in each Delco Freedom II Battery—the battery that combines the rugged dependability of our original never-add-water, maintenance-free batteries with the construction features of our tough, heavy-duty truck batteries.

So when you make your choice, go right to the head of the class: The Delco Freedom II Battery.

Delco Remy

The leader under the hood



Oil executive sees competitive market

20-year oil prices tied to developing nations

By Roger Rowand
Engineering Editor

TRAVERSE CITY, Mich. — Don't look close at hand, say to the nation's coal fields, for any relief soon from the upward pressure on petroleum prices.

Speaking at an annual University of Michigan management seminar here, Glenn Brown, senior vice president, Standard Oil Co. (Ohio), said distant lands will play a key role in that pricing.

His remarks came in response to a question during a panel portion of the seminar.

"The major driving force in sending up the price of oil over the next 20 years is growth in usage in the developing world," he said.

"That's where demand is going to be. Most of the developed nations will either be holding relatively constant in their energy use as far as petroleum use is concerned, or actually declining.

"By 2000, only two of the OECD (Organization for Economic Cooperation and Development) nations will be in the top 10 in population in the world. There will be just three more in the next 10 and they'll be down at the bottom.

"As a result of this population shift to the undeveloped nations, there will be pressure on us. They'll be competing for the most convenient energy-source," Brown said.

Brown said his company believes oil prices will be set by worldwide competition. Coal prices, however, will be set by the marginal producer.

"They'll be cost-based," he said.

"You'll be seeing an increasing differential on a cost-per-BTU basis between coal and oil and, to a lesser extent, between coal and gas.

"Every time we evaluate where we're headed down that track we have to consider the alternative of turning coal into a product that can compete directly with petroleum.

"Conversion of coal ultimately will be a limiting factor on petroleum prices," Brown said.

Mexico targets U. S., Japan, Europe as engine markets

MEXICO CITY. — The Mexican auto parts industry, despite the country's economic difficulties, has programmed the export of around a million engines next year.

Main markets for the products will be the U. S., Japan and European nations, according to Rene Espinosa Olivera, president of the National Assn. of the Auto Parts Industry.

By 1985, engine production is expected to rise to 3.5 million units, with the bulk of these (more than 2 million) destined for the U. S. Japanese and European sales are expected to absorb a smaller percentage.

The association projects production of one million vehicles in 1985 for the internal market. An unspecified number are expected to be exported, mainly to Central and Latin America.

Three major American automotive firms established in Mexico will be responsible for the bulk of parts production Espinosa Olvera said, thus complying with recent regulations calling for an expansion of the export sector.

Espinosa Olivera, said Ford, in collaboration with the Alfa Industrial Group (which liquidated many of its holdings to avoid bankruptcy), produces aluminum cylinder heads through the Nemark subsidiary in which the American firm has a 25-percent interest.

With the Visa Group, Ford turns out plastic parts, and through Vitroflex (part of the Vitro Group), Ford de Mexico is producing and exporting windshields. In the latter two firms, Ford participation is only 40 percent.

General Motors, through Diesel Allison, has a 40-percent stake in Motor Diesel Mexicana, which produces diesel engines and passenger buses. Espinosa Olivera said this firm will be producing 500,000 engines annually by 1984, mainly for the internal market.

But 60 percent of component parts produced by the plant will be exported.

According to Espinosa Olivera, Chrysler de Mexico, which inaugurated its engine assembly plant in Ramos Arizpe, Coahuila, in 1981, will be producing 400,000 engines annually by 1984.

In its first seven months of operation, this plant produced 270,000 engines, of which 220,000 were utilized by the K-car in the U. S.

Mahin joins Subaru

PENNSAUKEN, N. J.—C. D. Hahin has been named director of market development for Subaru of America.

Engine giant retires

M. R. McKellar, right, 45-year veteran of engineering service with General Motors and Pontiac, is presented with an honorary Doctorate of Engines degree by J. J. Wetzel, Pontiac assistant chief engineer, powertrains. McKellar was with the division during the Pontiac GTO and Super Duty engine days, and he was instrumental in V-8s including the 389, 400, 421, 428 and 455. The racing community nicknames a series of performance camshafts the McKellar Series.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

SIX MONTHS, 1982 VS. 1981★

		Group 1 6,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**June, '82**	.....	.....	.....	.....	.....	.....	.....	**58**	**58**
	June, '81	.....	.....	.....	.....	.....	.....	.....	105	105
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**312**	**312**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	634	634
BROCKWAY	**June, '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	June, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**June, '82**	**36,057**	**29,484**	**1,825**	.....	**40**	**384**	**640**	**75**	**68,485**
	June, '81	31,355	24,636	902	.....	74	650	836	90	58,543
	Year to Date '82	**211,479**	**163,500**	**9,055**	.....	**215**	**2,191**	**3,653**	**352**	**390,445**
	Year to Date '81	179,778	136,460	6,099	.....	459	4,491	4,786	537	332,610
(Memo Units) #	**June, '82**	**22,128**	**10,939**	.....	.....	.....	.....	.....	.....	**33,067**
	June, '81	11,007	7,843	.....	.....	.....	.....	.....	.....	18,850
	Year to Date '82	**127,665**	**54,122**	.....	.....	.....	.....	.....	.....	**181,787**
	Year to Date '81	70,946	39,974	.....	.....	.....	.....	.....	.....	110,920
DODGE	**June, '82**	**13,265**	**7,070**	.....	.....	.....	.....	.....	.....	**20,535**
	June, '81	8,678	7,391	42	1	.....	.....	.....	.....	16,112
	Year to Date '82	**72,794**	**38,048**	**18**	.....	.....	.....	.....	.....	**110,860**
	Year to Date '81	47,335	34,875	269	2	.....	.....	.....	.....	82,481
(Memo Units) #	**June, '82**	**8,307**	**4,812**	.....	.....	.....	.....	.....	.....	**13,119**
	June, '81	5,035	4,145	1	.....	.....	.....	.....	.....	9,181
	Year to Date '82	**46,406**	**25,866**	.....	.....	.....	.....	.....	.....	**72,272**
	Year to Date '81	28,934	19,638	23	.....	.....	.....	.....	.....	48,595
FORD	**June, '82**	**26,886**	**44,550**	.....	.....	.....	**995**	**1,953**	**863**	**75,247**
	June, '81	22,155	40,255	.....	.....	.....	1,435	2,270	703	66,818
	Year to Date '82	**120,401**	**222,290**	.....	.....	.....	**5,319**	**11,153**	**4,348**	**363,511**
	Year to Date '81	117,505	208,356	.....	.....	.....	6,657	12,460	4,125	349,103
(Memo Units) #	**June, '82**	**17,309**	**18,151**	.....	.....	.....	.....	.....	.....	**35,460**
	June, '81	7,322	14,082	.....	.....	.....	.....	.....	.....	21,404
	Year to Date '82	**63,351**	**80,831**	.....	.....	.....	.....	.....	.....	**144,182**
	Year to Date '81	44,445	66,783	.....	.....	.....	.....	.....	.....	111,228
FREIGHTLINER	**June, '82**	.....	.....	.....	.....	.....	.....	.....	**591**	**591**
	June, '81	.....	.....	.....	.....	.....	.....	.....	804	804
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**3,613**	**3,613**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	4,324	4,324
GMC	**June, '82**	**8,215**	**9,786**	**86**	.....	**180**	**295**	**820**	**794**	**20,176**
	June, '81	5,490	6,947	22	.....	119	435	930	928	14,871
	Year to Date '82	**43,951**	**48,817**	**631**	.....	**535**	**1,800**	**8,345**	**4,372**	**108,451**
	Year to Date '81	29,502	36,967	41	.....	387	2,838	5,334	5,216	80,285
(Memo Units) #	**June, '82**	**4,191**	**3,152**	.....	.....	.....	.....	.....	.....	**7,343**
	June, '81	827	2,156	.....	.....	.....	.....	.....	.....	2,983
	Year to Date '82	**21,962**	**14,211**	.....	.....	.....	.....	.....	.....	**36,173**
	Year to Date '81	4,522	10,089	.....	.....	.....	.....	.....	.....	14,611
INTERNATIONAL	**June, '82**	.....	.....	.....	.....	.....	**1,101**	**1,012**	**1,720**	**3,833**
	June, '81	.....	165	.....	.....	.....	1,186	1,584	2,025	4,960
	Year to Date '82	.....	.....	.....	.....	.....	**7,015**	**6,038**	**8,551**	**21,604**
	Year to Date '81	.....	1,613	.....	.....	.....	8,118	9,929	10,599	30,259
(Memo Units) #	**June, '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	June, '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**June, '82**	**4,015**	**2,309**	.....	.....	.....	.....	.....	.....	**6,324**
	June, '81	3,807	1,762	.....	.....	.....	.....	.....	.....	5,569
	Year to Date '82	**16,717**	**12,515**	.....	.....	.....	.....	.....	.....	**29,232**
	Year to Date '81	16,256	10,128	.....	.....	.....	.....	.....	.....	26,384
(Memo Units) #	**June, '82**	**4,015**	**1,760**	.....	.....	.....	.....	.....	.....	**5,775**
	June, '81	3,807	1,278	.....	.....	.....	.....	.....	.....	5,085
	Year to Date '82	**16,717**	**9,323**	.....	.....	.....	.....	.....	.....	**26,040**
	Year to Date '81	16,256	7,433	.....	.....	.....	.....	.....	.....	23,689
KENWORTH	**June, '82**	.....	.....	.....	.....	.....	.....	.....	**659**	**659**
	June, '81	.....	.....	.....	.....	.....	.....	.....	1,069	1,069
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**3,762**	**3,762**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	5,342	5,342
MACK	**June, '82**	.....	.....	.....	.....	.....	**166**	**43**	**1,161**	**1,370**
	June, '81	.....	.....	.....	.....	.....	145	56	1,407	1,608
	Year to Date '82	.....	.....	.....	.....	.....	**1,102**	**294**	**6,651**	**8,047**
	Year to Date '81	.....	.....	.....	.....	.....	632	117	8,739	9,488
MERCEDES-BENZ	**June, '82**	.....	.....	.....	.....	.....	**167**	**97**	.....	**264**
	June, '81	.....	.....	.....	.....	.....	.....	.....	.....	290
	Year to Date '82	.....	.....	.....	.....	.....	**1,087**	**459**	.....	**1,537**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	1,820
PETERBILT	**June, '82**	.....	.....	.....	.....	.....	.....	.....	**537**	**537**
	June, '81	.....	.....	.....	.....	.....	.....	.....	651	651
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**2,942**	**2,942**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	3,040	3,040
PLYMOUTH	**June, '82**	**517**	**403**	.....	.....	.....	.....	.....	.....	**920**
	June, '81	853	368	.....	.....	.....	.....	.....	.....	1,221
	Year to Date '82	**3,455**	**2,128**	.....	.....	.....	.....	.....	.....	**5,583**
	Year to Date '81	6,249	2,192	.....	.....	.....	.....	.....	.....	8,441
VOLVO	**June, '82**	.....	.....	.....	.....	.....	.....	**41**	**21**	**62**
	June, '81	.....	.....	.....	.....	1	2	115	124	242
	Year to Date '82	.....	.....	.....	.....	.....	.....	**175**	**73**	**248**
	Year to Date '81	.....	.....	.....	.....	2	13	381	373	769
WESTERN STAR	**June, '82**	.....	.....	.....	.....	.....	.....	.....	**61**	**61**
	June, '81	.....	.....	.....	.....	.....	.....	.....	97	97
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**374**	**374**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	427	427
WHITE	**June, '82**	.....	.....	.....	.....	.....	.....	.....	**187**	**187**
	June, '81	.....	.....	.....	.....	.....	.....	.....	208	208
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**996**	**996**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,424	1,424
MISCELLANEOUS*	**June, '82**	**25,857**	**631**	.....	**1**	**1**	.....	**19**	**104**	**26,413**
	June, '81	26,911	540	.....	1	2	230	159	137	27,980
	Year to Date '82	**148,991**	**3,169**	.....	**5**	**5**	.....	**69**	**782**	**153,021**
	Year to Date '81	145,412	2,311	2	6	5	1,553	806	749	150,846
TOTALS	**June, '82**	**114,612**	**94,213**	**1,911**	**1**	**221**	**3,108**	**4,625**	**6,831**	**225,522**
	June, '81	99,249	82,064	966	2	196	4,083	5,950	8,356	200,868
	Year to Date '82	**617,788**	**490,467**	**9,704**	**5**	**755**	**18,505**	**30,186**	**37,128**	**1,204,538**
	Year to Date '81	542,037	432,902	6,411	8	853	24,302	33,815	45,587	1,085,915

★—No Oklahoma registrations, 1982 and 1981.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.

—Compiled from R. L. Polk & Co. data.

Dealer network growing in preparation for Oct. launch

Mitsubishi adds another 20 outlets

FOUNTAIN VALLEY, Calif. —Mitsubishi Motor Sales of America (MMSA) has appointed 20 more dealers, bringing the total to 56 toward a goal of 70 dealers for the company's new-model launch in October.

Seven of the new dealers are in California and four are in the Chicago area.

In the San Francisco Bay area, MMSA has signed Frederick J. Bowerman and Robert Messamore to operate a dealership in Walnut Creek and Leon C. Felton in Sausalito.

Bowerman and Messamore coown European Motor Cars in Walnut Creek — a Fiat and Alfa Romeo operation. Felton has Volkswagen and Porsche-Audi dealerships in San Rafael and Mill Valley, respectively.

Also in northern California, MMSA has named Tom Price as a dealer in Colma. The new store will be in the Serramonte Auto Center. Price owns Serramonte Oldsmobile as well as an Isuzu store in Colma-Daly City.

In Southern California, MMSA has named Robert D. Kramer in Santa Monica, Steven Cerrito in Irvine, Frank Abbott in Upland and John E. Daley in the San Diego suburb of Kearny Mesa.

Kramer operates a number of L.A.-area dealerships, including Volvo, Fiat, Honda and Chevrolet outlets and is co-owner of a combined Lincoln-Mercury and Subaru store.

Cerrito will co-own the Irvine MMSA point with his brothers Salvatore and Roy and with Jack Hilleary. The Cerrito brothers own Datsun and Toyota stores in San Jose as well as a Datsun outlet in Irvine.

Abbott, who will operate MMSA's Upland point, owns Abbott Ford, in La Puente. Daley owns West Coast Sports and Imports in Kearny Mesa.

• In Chicago, Hanley Dawson Jr., Hanley Dawson III and William C. Shaver each have been named dealers by MMSA. Hanley Dawson Jr. will put his store in downtown Chicago. His son will operate a dealership in Schaumburg. Shaver will be based in Homewood.

Hanley Dawson Jr. owns Hanley Dawson Cadillac-Datsun Co. and a Toyota-Saab dealership in Chicago, as well as a Cadillac-Pontiac combine in Davenport, Ia. Hanley Dawson III owns Patrick Cadillac-BMW-Saab in Schaumburg. Shaver owns J. B. Shaver Motors, in Gary, Ind., and Shaver Chevrolet, in Homewood.

Also in the Chicago area, MMSA has awarded a franchise to Joseph Levy Jr. and Richard Fryman in Downers Grove. Levy owns Shamrock Oldsmobile in Downers Grove, Westmont Toyota in Westmont and Joe Levy's Toyota in Evanston. Fryman has been an executive manager in Levy's orangization.

Elsewhere in the Midwest, MMSA has established points in the Minneapolis suburb of Bloomington; in Kirkwood, Mo., and in Overland Park, Kan.

W. S. (Steve) Bloomer III, president of Village Chevrolet in Bloomington, was given the Minneapolis-area franchise. Joseph Bloom and James Auffenberg will operate the Kirkwood point.

Bloom is founder of Bloom Motors, Ltd., a Mazda and BMW outlet in North St. Louis and he also holds a majority interest in Christopher Chevrolet, also in the St. Louis area. Auffenberg owns Auffenberg Ford.

Fred M. (Marty) Dubowy will operate the MMSA outlet in Overland Park. He owns Metcalf Datsun on Overland Park's Auto Row.

• In the East, two dealerships will open in the Boston area. The dealers are Allen Glick, in Framingham, and Leonard Liebowitz and Earl Weinshel, in Lynn.

Glick owns Crown Chevrolet as well as an Oldsmobile-Toyota dual in Framingham. Leibowitz and Weinshel have operated North Shore Auto Imports, a Fiat outlet in Lynn, since 1976.

Ronald Ciasulli has been given an MMSA franchise in New Brunswick, N. J. He owns a Chevrolet store in Somerset, N. J., and a Chevrolet-Honda combine in Hillside, N. J.

In Fallston, Md., Gerald Statberg will operate the MMSA point. He has held a Chevrolet franchise in the Baltimore area for 25 years.

MMSA has appointed Jeffrey I. Wooley as a dealer in Tampa, where he currently owns and operates Superior Pontiac.

Louis S. Grubb, owner of Lou Grubb Chevrolet, in Phoenix, has been awarded an MMSA franchise in that city. He also owns a Chevrolet-Toyota dual in Poway, Calif. and Frank See Chevrolet in Midland, Tex.

Sheller-Globe names Graham president

TOLEDO.—James A. Graham, 57, has been elected president and chief operating officer of Sheller-Globe Corp. He succeeds John R. Eastman, 64, who becomes vice chairman and chief administrative officer. Eastman had been president since 1977.

Graham had served as executive vice president of operations since 1981. He joined the company in 1980 as executive vice president of the corporation and president of the former Automotive and Truck Group.

VW deal adds Peugeot

COLORADO SPRINGS.—Phil Winslow Volkswagen, Inc., has been awarded a Peugeot franchise. Philip A. Winslow heads the firm.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

JUNE '82 VS. JUNE '81

	1982 June	1982 Year	1981 June	1981 Year
AMC Spirit	1,678	10,827	2,622	20,363
Concord	2,002	11,576	2,811	21,675
Concord SW	798	4,763	1,188	7,986
Eagle 4WD	591	3,270	499	3,798
Eagle 4WD SW	1,511	9,175	1,273	8,470
Eagle SX4 4WD	919	6,465	1,452	10,171
TOTAL AMC	7,499	46,076	9,845	72,463
Chrysler LeBaron '81			2,682	21,418
LeBaron '81 SW			522	4,147
LeBaron FWD	7,800	39,584		
LeBaron SW FWD	938	2,764		
Cordoba	1,247	7,302	1,884	15,245
Newport			286	3,529
New Yorker '81			449	4,673
New Yorker	5,806	25,890		
Imperial	295	1,599	568	3,014
Total	16,086	77,139	6,391	52,026
Plymouth Horizon FWD	6,943	42,740	11,792	74,968
Reliant FWD	9,905	52,987	11,853	70,025
Reliant SW FWD	3,981	21,607	4,868	26,828
Gran Fury '81			618	5,634
Gran Fury	2,069	8,929		
Total	22,898	126,263	29,131	177,455
Dodge Omni FWD	6,155	39,634	9,490	57,310
Aries FWD	6,791	38,596	8,413	54,324
Aries SW FWD	3,073	17,328	3,361	20,771
Dodge 400 FWD	2,430	12,081		
Diplomat	2,636	12,199	2,350	13,739
Diplomat SW	1	58	219	2,132
Mirada	638	3,672	1,182	8,734
St. Regis			570	3,978
Total	21,724	123,568	25,585	160,988
Total Chrysler Corp.	60,708	326,970	61,107	390,469
Ford Escort FWD	25,369	125,559	17,220	94,176
Escort SW FWD	7,977	40,555	11,778	65,161
EXP FWD	3,593	21,554	8,253	16,533
Pinto			406	8,518
Pinto SW			116	2,563
Fairmont	12,794	63,345	10,947	77,763
Fairmont SW	57	1,926	4,797	28,293
Granada	6,947	37,650	8,011	53,186
Granada SW	4,132	19,169		
LTD	5,213	24,019	5,809	27,680
LTD Crn. Victoria	4,508	20,645	3,486	18,795
Ford SW	2,618	10,169	2,441	10,546
Mustang	11,135	57,241	14,102	89,012
Thunderbird	4,204	21,254	4,986	38,505
Total	88,547	443,086	92,352	530,731
Lincoln Town Car	3,869	16,001	2,676	15,299
Mark VI	2,531	12,066	2,633	16,652
Continental	1,549	11,482		
Total	7,949	39,549	5,309	31,951
Mercury Lynx FWD	6,886	37,531	6,357	32,851
Lynx SW FWD	1,872	10,365	3,479	19,179
LN7 FWD	1,205	7,800	2,492	4,851
Bobcat			59	1,969
Bobcat SW			16	452
Zephyr	4,646	20,324	4,416	25,291
Zephyr SW	20	762	1,489	7,268
Cougar	3,132	16,962	4,202	21,799
Cougar SW	2,051	8,256		
Marquis	949	4,279	657	3,652
Marquis Brougham	1,817	8,717	1,033	5,691
Grand Marquis	3,432	16,081	1,901	10,661
Marquis SW	1,034	4,684	629	3,579
XR7	1,569	7,791	2,213	14,755
Capri	2,348	14,621	4,991	26,484
Total	30,961	158,173	33,934	178,482
Linc. Merc. Div. Total	38,910	197,722	39,243	210,433
TOTAL FORD MOTOR CO.	127,457	640,806	131,595	741,164

	1982 June	1982 Year	1981 June	1981 Year
Buick Skylark FWD	11,663	78,420	16,846	103,656
Skyhawk FWD	5,334	15,759		
Century '82 FWD	8,381	39,390		
Regal/Century	20,181	103,464	28,261	166,717
Regal/Century SW	1,720	7,176	1,822	8,592
Le Sabre	2,824	13,880	1,966	10,507
Le Sabre Limited	5,578	27,894	3,747	21,356
Electra	5,187	26,839	4,532	25,792
Buick SW	1,501	7,166	1,108	5,450
Riviera FWD	4,272	21,224	4,202	21,947
Total	66,641	341,212	62,484	364,017
Cadillac de Ville	10,058	49,791	7,982	47,209
Cimarron FWD	633	6,644	365	401
Fleetwood & Chas.	3,293	18,866	2,701	18,085
Eldorado FWD	5,275	26,830	4,236	25,100
Seville FWD	1,544	11,084	1,755	12,390
Total	20,803	113,215	17,039	103,185
Chevrolet Chevette	17,723	117,601	26,431	202,073
Camaro	21,335	83,715	10,207	54,788
Monza			304	15,222
Cavalier FWD	7,128	46,406	2,549	2,747
Cavalier SW FWD	2,203	13,228	1,035	1,101
Citation FWD	13,342	103,952	24,315	161,265
Malibu	5,876	36,975	15,243	86,195
Malibu SW	4,683	20,049	5,791	30,119
Celebrity FWD	9,429	38,822		
Monte Carlo	9,199	50,391	12,089	82,635
Impala	4,944	26,780	5,711	30,009
Caprice	9,354	47,658	8,047	45,045
Chevrolet SW	4,586	21,146	4,169	22,013
Corvette	2,037	11,309	2,523	16,326
Total	111,839	618,032	118,414	749,538
Oldsmobile Omega FWD	5,606	39,060	9,281	55,369
Firenza FWD	2,702	10,072		
Cutlass Ciera FWD	10,201	47,258		
Cutlass Salon '81			16,408	87,896
Cutlass Sup/Calais '81			22,225	134,635
Cutlass Sup/Calais	24,744	131,391		
Cutlass SW	2,161	10,715	3,418	16,937
Delta 88	847	4,808	1,049	6,017
Delta Royale	14,332	68,585	11,971	60,022
98	7,130	40,457	6,528	37,974
Oldsmobile SW	2,021	9,814	1,740	8,902
Toronado FWD	3,276	16,108	3,311	17,667
Total	73,020	378,268	75,931	425,419
Pontiac T1000	3,305	26,709	6,841	14,706
Firebird	11,237	46,900	5,265	30,603
Sunbird			627	27,174
J2000 FWD	3,699	22,965	2,555	2,847
J2000 SW FWD	711	3,830	463	552
Phoenix FWD	3,818	27,559	6,984	46,767
LeMans/Bonn.	5,555	29,702	4,217	26,593
LeMans/Bonn. SW	1,491	7,295	2,511	11,682
6000 FWD	4,315	19,964		
Grand Prix	8,477	43,409	10,423	64,521
Catalina	15	418	591	3,691
Bonneville '81	50	1,573	3,814	19,939
Bonn. '81 Brougham	60	1,329	2,903	15,473
Pontiac SW	22	440	882	4,396
Total	42,755	232,093	48,076	268,944
TOTAL GM CORP.	315,058	1,682,820	321,944	1,911,103
(Checker)	230	1,252	184	1,049
Misc. Domestic	263	1,405	306	1,338
Domestic Station Wagon Total	51,162	252,440	59,115	317,119
Domestic Grand Total	510,985	2,698,079	524,797	3,116,537
Import Total	206,373	1,080,030	222,508	1,274,171
Grand Total All Registrations	717,358	3,778,109	747,305	4,390,708

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

State capitol roundup

Pace of auto legislation slows during 1982

Continued from Page 10

age four seated in the front seat, by child restraint system; children aged one to four in back seat, by child restraint system or seat belt.

State franchise laws were amended regarding: Reimbursement for warranty work, damage labeling, indemnification, succession, franchise cancellation, repurchase agreement, relevant market area and establishment of new franchise.

Delaware

Drivers must require children under age four to use child-restraint system.

The state is allowed to adopt test procedures and standards for vehicle noise.

Florida

A new law regulates motor vehicle service agreement companies.

Sales tax was increased from 4 percent to 5 percent.

Vehicles purchased or leased by the state must be equipped with all energy-saving devices approved by the EPA.

Parents or guardians are required to restrain children in vehicles as follows: Children under age four, in child restraint; children aged four and five, in child restraint or seat belt.

Georgia

Annual safety inspection program was repealed.

Hawaii

The State Health Department was requested to establish air-pollution standards more stringent than existing federal standards.

A $25 state income tax credit was granted for the purchase of a child-restraint system.

Idaho

Motor fuel tax was increased from 11 cents to 12.5 cents per gallon.

A monthly fee was levied on vehicles which weigh under 16,000 pounds and use propane, natural gas or hydrogen as a fuel. The fee will be based on EPA fuel economy estimates.

Indiana

Written estimates were required on repairs on consumer goods over $750. The law prohibits exceeding the estimate by 10 percent.

Iowa

State sales tax was levied on optional service or warranty contracts.

The gasohol tax exemption will be phased out by Dec. 31, 1985.

All owners of LPG or natural gas-propelled vehicles were required to purchase a fuel use identification sticker from the state.

Kansas

A local compensating use tax was imposed for the privilege of using a vehicle. The amount equals the local sales tax (one half to one percent).

Cities and counties were allowed to use 10 percent of highway funds for public transportation.

Kentucky

A methane fuel demonstration project was established.

A statewide automated registration and titling system was established. It incorporates an intaglio printing process, which is difficult to counterfeit. The law also requires a vehicle's odometer reading to be recorded on certificate of title at the time of transfer.

State membership in the Vehicle Equipment Safety Compact was repealed.

The manufacturer-dealer franchise statute was amended regarding warranty work reimbursement, establishment of new or relocation of an existing dealership, relevant market area and disclosure of damage to consumer.

A Motor Vehicle Commission was created, consisting of 11 franchised vehicle dealers and one member of the public.

The commission will grant, suspend and revoke dealer and manufacturer licenses.

The sale of gasohol was exempted from motor fuel tax.

Provided for the development of statewide, rather than county by county, ad valorem tax system for motor vehicles.

Required resident parents or guardians to restrain children under 40 inches in height in child-restraint while transporting such child in a motor vehicle.

Required motor-vehicle manufacturer to offer comprehensive informal dispute resolution system which will be used to settle disputes during first two years or 25,000 miles. Decision of dispute resolution system will be legally binding on both parties.

Maine

Allowed the state attorney general and private persons to

Continued on Page 28, Col. 3

Blanck notches 25

G. Neil Perkins, right, Indianapolis zone manager for Chevrolet, presents a 25-year award plaque to Edward W. Blanck Jr., Blanck Chevrolet Co., Brownsburg, Ind.

Coachmen and Winnebago report gains in sales, profits

Continued from Page 12

rent net was a restatement of deferred tax charges, which boosted earnings by $1.2 million.

The year-ago quarterly net included an operating-loss carryover which reduced taxes by $834,000, according to John K. Hanson, chairman.

He said third-quarter sales were up 13.3 percent to almost $46.7 million, compared with about $41.2 million in 1981. For the nine-month period, sales totaled $101.6 million, an increase of 5 percent over the year-earlier $96.8 million.

Net earnings for the fiscal nine-month period totaled approximately $5 million, up 16.3 percent over last year's $4.3 million.

Restatement of deferred tax charges boosted this year's net by $1.4 million, while last year's nine-month total included an operating-loss carryover which cut income taxes by almost $1.9 million.

"At this time," Hanson said, "market conditions for motorhome sales remain stable and we now expect sales and earnings in fiscal 1982 to exceed those in fiscal 1981."

In the fall, Winnebago will introduce new lines of motor homes on a Renault front-wheel-drive chassis with diesel power. They will be similar in size and weight to the Centauri van, which will debut at the same time.

NEW IMPORTED-CAR SALES BY MODEL — First Half '82 vs. First Half '81

	6 mos., 1982	Same Period, 1981
Alfa Romeo	940	933
Spider	579	690
GT	337	196
Others	24	47
Audi	22,752	24,761
4000 gas	6,483	9,976
4000 diesel	1,584	.....
5000 gas	8,311	8,403
5000 diesel	1,114	3,224
5000 turbo	2,361	2,689
5000 td	886	.....
Coupe	1,929	469
Quatro	84	.....
BMW	24,560	20,294
320	16,653	15,526
528	5,246	2,934
633	875	611
733	1,786	1,223
Chrysler/Mitsubishi	47,617	57,973
Champ	16,473	22,126
Colt	17,834	22,472
Sapporo	5,792	6,871
Challenger	7,518	6,504
DeLorean	1,549	34
Fiat	9,533	18,425
Strada	3,492	4,036
Brava	1,835	4,732
X1/9	1,496	4,041
Spider 2000	2,710	5,598
Fiesta	.....	28,408
Honda	189,620	204,871
Civic	66,761	88,261
Accord	102,528	92,139
Prelude	20,331	24,471
Isuzu	6,522	7,460
Jaguar	4,478	2,016
Lancia	451	556
Beta Coupe	233	219
Zagato	217	288
Mazda	76,394	93,407
GLC	25,790	37,077
626	27,262	34,203
RX-7	23,342	22,127
Mercedes	31,969	32,694
240 D	7,647	7,745
300 D	6,940	7,184
300 CD	893	714
300 TD	1,528	1,658
300 SD	8,130	8,521
280 E	28	556
280 CE	1	378
380 SEL	1,730	1,061
380 SL	4,117	3,855
380 SEC/SLC	943	956
Misc.	12	66
MG	.....	2,656
Nissan	231,121	247,430
Sentra/210	92,816	88,776
310	25,303	43,986
Stanza/510	27,974	25,367
Maxima/810	23,630	15,636
200 SX	27,205	42,300
280 ZX	30,983	31,345
Hawaii/Misc.	3,210	2,020
Peugeot	7,002	8,145
504	897	1,201
505 gas	1,896	1,046
505 diesel	540	1,364
505 turbo	3,159	4,335
604	361	98
Tourist	149	101
Porsche	6,971	5,803
924	1,582	1,739
924 turbo	578	1,036
944	1,276	.....
911 SC	2,361	2,046
928	1,174	967
930 T	0	15
Renault	20,137	16,875
Le Car	9,305	10,868
R 18i	6,051	6,007
Fuego	4,781	.....
Rover	.....	421
Saab	8,845	7,357
99	.....	235
900	2,209	1,176
900 S	1,875	2,278
T	4,629	3,583
Tourist	132	85
Subaru	72,448	77,769
Toyota	264,234	326,678
Starlet	9,775	18,944
Corolla	88,755	149,232
Corolla Tercel	64,525	63,622
Celica	61,185	56,514
Celica Supra	16,290	7,799
Corona	3,038	12,983
Cressida	16,521	13,803
Land Cruiser	1,571	891
Hawaii	2,574	2,890
Triumph	.....	6,796
TR-7	.....	2,429
TR-8	.....	656
Spitfire	.....	3,711
Volkswagen	32,238	44,772
Rabbit Conv.	4,479	6,642
Jetta	10,002	12,529
Vanagon	6,349	5,862
Quantum	4,686	1,552
Dasher	500	6,188
Scirocco	6,222	9,999
Volvo	41,786	37,323
GLT ('80)	.....	274
DL	23,580	24,018
GL	6,041	5,178
GLT	194	1,704
GLT turbo	5,666	1,200
GLE	1,393	2,578
DL diesel	366	1,337
GL diesel	3,885	.....
Coupe	67	778
Tourist	596	256
TOTAL IMPORTS	1,101,164	1,273,862

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22' VAN BODY W/LIFTGATE	$475/MONTH	$17,000
DIESEL TRACTOR	$480/MONTH	$16,000
DIESEL TRACTOR W/AIR	$470/MONTH	$16,500

*Minimum of 5 trucks required.
**FOB truck's location. Destination charges not included. Subject to prior sale.

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Theory Z author says middle management must change system

Lifetime jobs called Japan's ace

ST. LOUIS. — The author of "Theory Z," which outlines Japanese management techniques, believes American automotive management can snap back from the current recession and heavy unemployment totals.

Here to address an audience at the St. Louis Art Museum, William Ouchi told AUTOMOTIVE NEWS he is optimistic because General Motors has been practicing participatory management for 17 years and Chrysler Corp., for 8 years.

But the new chairman of the Graduate School of Management of the University of California, Los Angeles, believes the lure of lifetime employment makes the principal difference between Japanese and American companies.

The Japanese management concept, he said, differs sharply from that of American firms, which are in a hurry and anxious to meet quotas. The Japanese are more patient, he said. Also, a new Japanese employe knows he isn't going anywhere for 10 or 15 years, so there is no tendency to burn out or to impress his superiors.

In America, when orders drop, workers are laid off or dismissed. Not so in Japan. Workers there are shifted to another department.

"The irrevocable step of a promotion does not come until you've been there for such a long time that people know you are one of the real heavy hitters in the company," Ouchi said. "This system relies on a nearly perfect personnel evaluation system in which you cannot conceal either your good or bad behavior."

• In contrast to the American system of specialization where personnel seldom shift to other departments or disciplines, the Japanese workers are familiar with many areas of the company, he said.

"We set our companies up like Tinker Toys in that the pieces are replaceable," Ouchi said of the American system. "The result is that the pieces fit together very well."

He warned American managers must change their ways of doing business or they will never recoup during this "temporary window of opportunity." He was referring to a new willingness of business and government to work together. This cooperation is practiced widely in Japan.

Ouchi said America can never adopt the exact system that exists in Japan, possibly because of its culture, history and lifestyles.

Japanese people save more than Americans. Even the banks and financial institutions operate differently: Frequently 70 percent of a Japanese company's capital is borrowed and 30 percent is stockholders' investment. The ratio is reversed in the U. S.

Switching to the Japanese system isn't easy in America, since antitrust laws discourage cooperation among companies, even for the benefit of the public, Ouchi said. Ouchi believes American laws should be changed to help companies, some of which are nearly drowning in red ink.

Explaining a "Theory Z" company, he said, "It is the kind of place where the chairman of the board has to fight for a parking place every morning just like everyone else. He goes through the same cafeteria line as the employes and takes off his jacket when talking to a young, new worker."

It is a bitter pill to swallow in the U. S. executive suites, where perks abound and distinctions separate workers and management except at company picnics, he said.

Ouchi said the changes must be initiated by middle-management "because the chairman of the board isn't smart enough to think of these things."

He said that while the U. S. has its Ivy League, the Japanese prepare early to get into the best kindergartens that cost as much as $1,000 a week, so they can qualify for the best schools and later, be hired by the largest companies.

Jaguar deal opens

STRATFORD, Conn. — Burgundy Motor Cars (Jaguar) has opened here.

Model breakdown

Auction Averages

	AUGUST TO DATE	JULY	JUNE
1982	$8,891	$9,371	$9,646
1981	6,541	6,824	6,892
1980	5,354	5,377	5,367
1979	4,810	4,823	4,768
1978	3,882	3,872	3,637
1977	3,010	2,935	2,950
1976	2,087	2,103	2,041
1975	1,313	1,686	1,415
OVERALL AVERAGE	$4,921	$4,885	$4,708

Used car sales

Auction Averages

August to date	$4,921
Month ago	$4,885
Year ago	$4,611

factories list auction dates

American Motors

August 25—Central States Auto Auction, Mason City, Ia.; Dallas Auto Auction, Grand Prairie, Tex., and Sand Mountain Auto Auction, Boaz, Ala.

August 26—Minneapolis North Star Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

August 27—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Aug. 25—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Chrysler Corp.

Aug. 24—Aptco Auto Auction, Taylor, Mich.

Aug. 25—South Seattle Auto Auction, Inc., Seattle, Wash., and Southwest Auto Auction, Inc., Phoenix, Ariz.

used-car auction directory

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72,547 cars built; 5 plants return, 13 still down

Week's auto output climbs 11 pct.

By Patricia Hoffman
Staff Writer

Although 13 assembly plants were idle for model changeover/inventory control, the return of five facilities helped boost last week's domestic auto production from the previous week's total. But output remained substantially below that of the comparable 1981 week.

Last week the makers scheduled 72,547 cars, up 11.69 percent from the previous week's 64,954, but down 32.49 percent from 107,454 units built in the same 1981 week.

The breakdown last week by company was: General Motors, 65.22 percent; Ford Motor, 23.27 percent; Chrysler Corp., 8.20 percent and American Motors, 3.31 percent.

Volkswagen of America's Westmoreland facility, idle since Aug. 2, is expected to resume production in September.

Seven GM plants remained closed for changeover last week. They were Willow Run, Wilmington, Tarrytown, Lordstown, Janesville, Baltimore and Framingham.

Willow Run and Lordstown are both slated to begin 1983 production today (Aug. 23), and Janesville is scheduled to return tomorrow.

Production of Chevrolet Celebrity and Pontiac 6000 will begin this Wednesday at GM's Framingham facility. Assembly at the plant will be halted again Oct. 1. No startup date has been set. Approximately 3,400 workers will be placed on indefinite layoff.

GM's Tarrytown point, also slated to return Wednesday, will end second-shift operations Sept. 13, indefinitely idling about 2,000 workers. The facility produces Buick Skylark, Chevrolet Citation and Pontiac Phoenix.

On Aug. 30, the Leeds plant (Buick Skylark and Oldsmobile Firenza) will also end second-shift operations placing approximately 2,000 workers on indefinite layoff. GM's Lakewood plant has indefinitely delayed startup on '83 Chevette and Pontiac 1000, which was to have begun Sept. 7. The plant is still building '82s.

GM's Bowling Green (Corvette) point resumed production last week following a two-week strike.

Also back last week at GM were the Detroit and Doraville facilities. Both plants had been idle for changeover.

Ford's Atlanta, Dearborn and Chicago points were idle for the third week last week due to changeover schedules, while production resumed at the Ford Lorain and San Jose facilities after a two-week shutdown to control inventory.

Chrysler's Belvidere and Newark plants, down last week for changeover, are scheduled to resume today.

Year-to-date, the auto makers have finished 3,326,860 units, down 24.21 percent from last year's 4,389,527.

Truck production climbs for week to 34,644 units

Domestic truck output last week rose 4.91 percent from the previous week's figure as 1983-model production got under way at two General Motors facilities.

The truck makers targeted last week's output at 34,644 units, up from 33,022 the previous week when seven assembly points were idle for changeover/inventory control. The total was up 45.02 percent from 23,889 units in the comparable 1981 week.

So far this year, the manufacturers have finished 1,300,691 units, a 16.05 percent gain from 1,120,811 completed in last year's comparable period.

GM's Moraine facility, idled July 30, and its Lordstown (van) plant, down since Aug. 9, returned last week (Aug. 16) following model changeover.

Still idle at GM were the Janesville and Shreveport plants. Shreveport is due back today (Aug. 23), and Janesville is slated to resume operations Aug. 31.

Also down for changeover last week was Chrysler Corp.'s Belvidere facility, which is expected to return today.

Volkswagen's Westmoreland point, which has been idle since June 28, will return in September.

Ford Motor's Kansas City plant remained down for the second week last week to control overstocked inventory.

In October, a second shift will be added at GM's Pontiac truck plant to build the Chevrolet S-10 and GMC S-15 compact pickups.

STP headquarters now in Boca Raton

BOCA RATON, Fla. — STP Corp. has moved its headquarters from Ft. Lauderdale to Boca Raton.

The new address is: 5300 Broken Sound Blvd. N.W., P.O. Box 3070, Boca Raton, Fla. 33431. Phone: (305) 994-1000.

Wagner Electric to give plants to St. Louis

ST. LOUIS.—Wagner Electric Corp., which is expected to leave the St. Louis area in December, has announced that it will donate much of its plant, 47 buildings, to St. Louis County for use as an "enterprise zone."

The donation by the automobile and truck brake manufacturer is expected to ease the unemployment situation in the suburb of Wellston where the jobless rate is 19.4 percent.

A bill approved by the Missouri Legislature and signed by Gov. Christopher Bond allows state tax credits to companies relocating to enterprise zones.

Six vacant buildings will be donated now to the county's Land Clearance for Redevelopment Authority. At the end of the year, the other buildings will be turned over. Wagner has 1.4 million square feet of building space.

GM plant returns; auto production rises in Canada

While four car assembly points remained idle for model changeover/vacation; the return of General Motors' Oshawa (No. Two) facility helped boost last week's Canadian auto production 7.07 percent from the previous week's total. Output jumped 13.68 percent from the comparable 1981 figure.

Last week, the auto makers targeted output at 13,913 units, up from 12,994 the previous week and up from 12,239 in last year's comparable week.

Year-to-date, the manufacturers have assembled 564,988 cars, a 3.02 percent gain from 548,438 built in the same period last year.

Truck production, marred by the steady but slow startup of 1983 models at Ford Motor's Oakville plant, reached only 6,918 units last week. It was down 14.49 percent from the previous week's total of 8,090 and was down 27.05 percent from 9,483 in the year-ago week.

So far this year, the manufacturers have built 330,776 trucks, down 1.86 percent from last year's 337,037.

GM's Oshawa (No. One) facility, idled Aug. 2, remained idle last week for model changeover. Also still down at GM was the Ste. Therese point, which ended 1982 model assembly on Aug. 12.

Ford's St. Thomas facility, idled Aug. 9, remained down last week for changeover.

Volvo's Halifax plant, which closed Aug. 2, is slated to return today (Aug. 23) from vacation.

U. S. CAR PRODUCTION

	Week Ended Aug. 21, 1982	Week Ended Aug. 22, 1981	Week Ended Aug. 14, 1982	Aug. to Date	Jan. 1 to Aug. 22, 1981	Jan. 1 to Aug. 21, 1982
AMERICAN MOTORS	2,400*	3,150*	2,456*	7,312*	86,422*	43,667*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	5,950	10,532	5,678	13,439	527,787	366,492
Plymouth Total	1,650	5,904	1,826	4,097	273,877	149,653
Horizon	.....	3,276	.....	.....	105,914	46,460
Reliant	1,600	2,628	1,792	4,013	158,376	103,109
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	34	84	.....	84
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,100	.....	1,747	4,381	22,098	72,448
LeBaron	1,500	.....	1,270	3,304	17,236	71,371
Chrysler	.....	.....	.....	.....	4,862	.....
E-Class	600	.....	477	1,077	.....	1,077
Dodge Total	2,200	4,628	2,105	4,961	231,812	144,391
Omni	.....	2,500	.....	.....	91,614	43,771
Aries	900	2,128	1,195	2,532	123,872	77,645
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	700	.....	706	1,625	.....	22,171
Dodge 600	600	.....	204	804	.....	804
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	16,883	31,864	12,442	44,316	904,002	715,545
Ford Division	10,210	21,592	6,802	24,877	617,731	450,799
Escort	6,158	7,941	4,030	10,188	231,264	178,945
Fairmont	2,791	3,587	2,772	8,720	129,410	83,000
Must./Must. II	.....	4,210	.....	2,588	112,494	81,665
Granada	.....	3,759	.....	.....	56,718	74,051
Thunderbird	1,089	2,095	.....	3,209	46,959	28,467
Ford	.....	.....	.....	.....	40,886	.....
EXP	172	.....	.....	172	.....	4,671
L-M Division	6,673	10,272	5,640	19,439	286,271	264,746
Mercury Total	5,028	9,205	4,333	14,898	248,284	204,372
Lynx	1,901	3,043	2,442	4,343	80,742	57,206
Capri	.....	1,169	.....	1,468	38,678	22,566
Zephyr	1,065	1,046	332	2,510	39,329	27,409
Cougar	.....	1,472	.....	.....	28,619	35,953
XR-7	524	1,170	.....	1,669	20,986	9,996
Mercury	1,470	1,305	1,559	4,840	39,930	50,108
LN7	68	.....	.....	68	.....	1,134
Lincoln Total	1,645	1,067	1,307	4,541	37,987	60,374
Continental ('82)	330	247	258	910	56	12,602
Lincoln	723	417	576	2,064	18,487	27,413
Mark VI	592	403	473	1,567	19,444	20,359
GENERAL MOTORS	47,314	58,105	44,378	148,190	2,754,901	2,138,872
Buick Division	11,578	14,537	12,965	40,571	596,644	502,779
Skylark	.....	5,785	1,873	5,850	181,692	93,240
Skyhawk J	.....	.....	.....	.....	.....	47,922
Century	2,058	.....	1,724	7,194	86,881	88,465
Regal	4,702	5,531	5,023	14,504	174,074	136,339
Buick	3,721	3,149	4,081	11,662	107,964	114,244
Riviera	1,097	72	264	1,361	46,033	22,569
Cadillac Division	4,700	1,117	135	5,056	174,837	143,836
Cimarron	.....	1,006	.....	221	12,275	3,660
Seville	431	25	41	472	15,941	13,062
Eldorado	1,099	86	94	1,193	40,160	35,505
Cadillac	3,170	.....	.....	3,170	106,461	91,609
Chevrolet Division	12,766	22,135	18,070	54,188	1,031,741	689,134
Chevette	1,365	7,215	5,336	12,248	233,539	150,853
Cavalier	.....	3,977	.....	1,613	59,686	55,191
Celebrity	200	.....	224	624	.....	41,301
Camaro	6,252	.....	5,244	16,459	87,694	152,672
Citation	2,400	5,805	2,390	9,167	244,474	121,198
Malibu	1,464	2,569	2,125	6,941	167,148	80,035
Monte Carlo	485	2,214	1,070	2,930	95,274	44,745
Chevrolet	.....	.....	1,681	3,373	122,590	24,726
Corvette	500	355	.....	833	21,336	18,413
Oldsmobile Division	13,515	11,044	8,485	29,893	594,346	487,491
Omega	.....	3,712	1,093	3,451	107,288	56,754
Firenza	.....	.....	.....	.....	.....	34,011
Cutlass	3,960	4,650	.....	3,960	279,000	123,596
Cutlass/Ciera	3,064	.....	1,616	6,465	.....	76,518
Oldsmobile	5,832	2,629	5,615	15,194	178,204	176,441
Toronado	659	53	161	820	29,854	20,171
Pontiac Division	4,755	9,272	4,723	18,482	357,333	315,632
Acadian†	100	249	225	325	14,667	8,453
J2000	.....	2,976	.....	.....	42,677	27,438
T1000	395	2,537	1,101	3,298	54,806	27,338
Firebird	4,260	.....	3,360	10,910	43,468	93,082
Phoenix	.....	1,877	.....	1,415	78,322	34,378
Grand Prix	.....	563	37	1,595	70,142	50,145
Bonneville ('82)	.....	.....	.....	939	1,160	50,028
A6000	.....	.....	.....	.....	.....	24,770
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	3,778	.....	.....	114,946	60,121
CHECKER	.....	25*	.....	.....	1,469*	2,163*
Total Cars, U. S.	72,547	107,454	64,954	213,257	4,389,527	3,326,860

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 21, 1982	Week Ended Aug. 22, 1981	Week Ended Aug. 14, 1982	Aug. to Date	Jan. 1 to Aug. 22, 1981	Jan. 1 to Aug. 21, 1982
CHEVROLET	2,391	45	7,110	21,587	334,995	443,584
DODGE	2,100	2,168	2,329	4,429	65,166	84,562
FORD	15,761	15,525	16,444	43,985	413,785	467,523
GMC	2,601	157	3,094	9,773	116,409	163,890
INTERNATIONAL	1,095	1,559	995	3,290	48,336	31,697
VOLKSWAGEN	.....	985	.....	.....	30,076	8,103
JEEP	2,000*	2,000*	2,000*	6,006*	66,188*	55,123*
AM GENERAL	50*	50*	50*	150*	2,736*	1,530*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,000*	43,120*	37,000*
Total Trucks, U. S.	34,644	23,889	33,022	99,899	1,120,811	1,300,691

CANADIAN TRUCK PRODUCTION

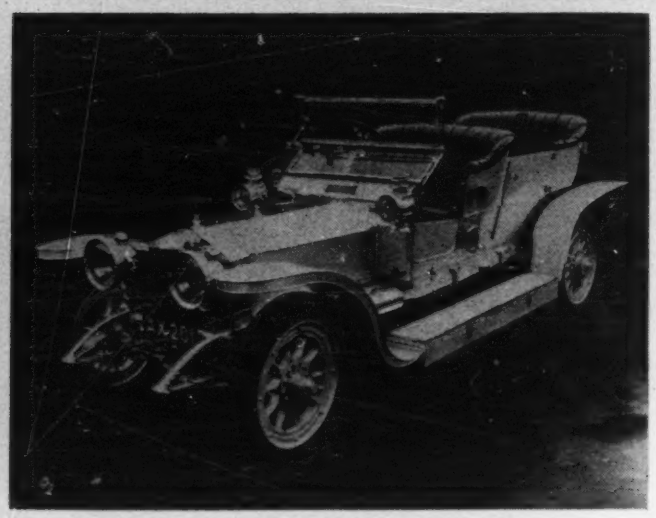
	Week Ended Aug. 21, 1982	Week Ended Aug. 22, 1981	Week Ended Aug. 14, 1982	Aug. to Date	Jan. 1 to Aug. 22, 1981	Jan. 1 to Aug. 21, 1982
CHRYSLER CORP.	2,160	2,439	2,623	6,500	52,891	65,779
FORD MOTOR	2,698	2,778	3,487	9,632	96,038	92,986
GENERAL MOTORS	1,800	4,003	1,713	5,267	180,709	164,587
INTERNATIONAL	260	263	267	736	7,399	7,424
Total Trucks, Canada	6,918	9,483	8,090	22,135	337,037	330,776
N. American Trucks	41,595	33,372	41,112	122,034	1,457,848	1,631,467

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 21, 1982	Week Ended Aug. 22, 1981	Week Ended Aug. 14, 1982	Aug. to Date	Jan. 1 to Aug. 22, 1981	Jan. 1 to Aug. 21, 1982
AMERICAN MOTORS	1,200	706	1,217	3,637	21,619	19,765
CHRYSLER CORP.	3,440	2,229	4,140	11,232	33,724	106,947
FORD MOTOR	3,546	6,517	4,065	16,212	148,539	196,524
GENERAL MOTORS	5,727	2,785	3,572	9,299	338,001	235,211
VOLVO	.....	.....	.....	137	6,555	6,541
Total Cars, Canada	13,913	12,239	12,994	40,517	548,438	564,988
N. American Cars	86,460	119,693	77,948	253,774	4,937,965	3,891,848
N. American Trucks	41,595	33,372	41,112	122,034	1,457,848	1,631,467
North American Cars and Trucks	128,055	153,065	119,060	375,808	6,395,813	5,523,315

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.



Diamond jubilee for Silver Ghost

Said to be the world's most valuable Rolls-Royce, this 1907 Silver Ghost was built 75 years ago with the help of Henry Royce and driven on its renowned endurance trials by Charles Rolls before being sold to a R-R employe who drove it about half a million miles. Following his death in 1948, the Silver Ghost was returned to the company and carefully brought up to snuff. It made a recent trip to the U. S. and still is taken out for runs in spite of some 570,000 miles on the odometer.

Judge denies class-action bid in suit by Subaru dealers

BOSTON.—A federal District Court judge here denied a motion by a group of Subaru dealers to have a $6 million suit, alleging illegal tying of transportation of cars against Subaru of New England, certified as a class action.

Chase Parkway Garage, of Watertown, Conn., and seven other dealers sought to have their suit against the distributor considered a class action to represent 101 present and former Subaru dealers in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

Judge John J. McNaught ruled that individual proof of coercion will be necessary to establish the existence of a tie-in. And because of the individual proof needed, common questions of fact, which is a key to granting a class action, do not predominate, he said.

The dealers brought the suit against Subaru of New England in late 1979. They alleged that the distributor illegally tied the sale of its transportation services to the sale of new cars to its dealers.

They alleged that the tie-in is contained in the franchise agreement and that Subaru of New England charged excessive amounts for transportation.

The suit also alleges conspiracy to effect the tying arrangement.

Subaru of New England owns the transportation services by which it delivers cars to its dealers.

The suit also maintains that dealers were required to use Subaru of New England's advertising agency and that the agency charged excessive fees.

The suit was originally filed as a $6 million class action, although the formal certification hearing was held in the spring, the decision was rendered recently.

EPA preparing relief for Detroit on clean air

Continued from Page 2

that Ford has joined the other makers in adopting feedback emission control/fuel management systems on its fleet.

Feedback systems with adaptive memories are capable of holding emissions to set levels through approximately 6,000 feet without modification.

The proposal to remove areas from the high-altitude requirement if they are already in compliance with ambient air quality standards also coincides with a proposal made by Hart and Domenici, which would limit the high-altitude areas to Colorado, Utah, New Mexico and Nevada, states with significant air pollution problems in their larger cities.

EPA has testified that the high-altitude changes it is suggesting could save the industry as much as $4 billion yearly.

Regarding the diesel particulate standard, the agency plans to announce soon a proposal to delay the 1985 standard of 0.2 grams per mile for two years until the 1987 model year because technology is not yet available to control particulates to that level, while also controlling diesel oxides of nitrogen emissions to 1.0 gpm as required by statute.

According to an unreleased EPA study, diesel particulate trap technology will be only half ready by then, the regenerative process not being refined or even proven as yet.

St. Louis dealers schedule auto show

ST. LOUIS.—For the first time in more than 20 years, the Greater St. Louis Automotive Assn. has decided to resume sponsorship of a major automobile show.

The event slated for Jan. 26-30, 1983, will be chaired by Charles Brock, of Charles Brock Oldsmobile. The show will be produced by Cahners Exposition Co., of Boston, and will be held at the A. J. Cervantes Convention and Exhibition Center.

Its product mix gives it an advantage, Lehman Bros. reports

Investment firm cites GM edge

WASHINGTON. — The North American auto industry is not competitive with the Japanese, according to Lehman Brothers Kuhn Loeb research, and until labor cost and productivity are brought more into line, only General Motors, "with its rich mix of vehicles, can show sustained profitability."

But Peter D. Zaglio, vice president of the investment firm, recommended buying GM stock for intermediate or long-term appreciation. He said the company has enough financial strength to develop new products and to automate production facilities at the same time.

GM stock has outperformed the market over the last nine months, but the recent falloff of sales clouds the short-term outlook, he said.

Although Ford Motor Co. has made some meaningful changes, Zaglio thinks Ford does not offer the breadth of mix needed for North American profits. Its "truly impressive" overseas group should mean "consolidated profits in a cyclical upturn," he said.

As for Chrysler Corp., its mix would also be unprofitable were it not for the 1980 cost concessions granted by the UAW—currently worth $400 to $500 per car vis-a-vis GM and and Ford, But the crunch for Chrysler will come in September with union negotiations, Zaglio predicted.

"Should parity be achieved without equivalent offsets (in benefits or productivity), the near-term victory for Chrysler workers could eventually ring quite hollow," he said.

• Lehman Brothers is projecting a 15-percent increase in retail sales in 1983, to 9.25 million units. Zaglio said that although that may appear optimistic, first years of previous auto recoveries (1958, 1962, 1968, 1971 and 1976) were at least this much. Nevertheless, even Lehman Brothers' prediction would put 1983 sales 18 percent below 1978.

If there is a 15-percent rise in U. S. sales, continued restraint of Japanese sales, continuing gains in light-truck sales and constant inventories, Zaglio predicted North American vehicle production will go up 23 percent in 1983.

This rise in production, plus a bigger proportion of larger and more expensive cars, should "generate reasonable levels of profitability," he said.

In outlining market shares for the three major domestics, Zaglio noted GM's domination of the "rich end" and sharing of the "lean end" with Ford and Chrysler. GM's decline in intermediates, he said "reflects the phasing out of several intermediate models and the less-than-wholly-successful introduction of new front-wheel-drive intermediates."

Its recent upturn in specialty shares is because of the Camaro and Firebird, he said.

• Ford's gain in subcompacts is because of the leadership of the Escort and its deterioration in the compact-car market comes from the aging of its models, but the forthcoming Topaz and Tempo should help in that segment next spring, Zaglio said. Since profitability is harder at the low end of the market, Zaglio stressed the need for Ford to reestablish itself at the upper end.

Because of the aging of Chrysler's Omni and Horizon, Chrysler's share of this segment is deteriorating, but the K-body has held the line in the compact arena. But "most notable" in Zaglio's book is the resurging intermediates—the enrichment of its mix that has allowed the company to earn an operating profit.

If Chrysler's planned introductions for late 1982 and 1983 in intermediates and specialty cars are successful, then its overall mix will be further improved, he said.

With Japanese imports restrained through March, 1983, and possibly longer, Lehman Brothers forecasts a stabilizing of market shares for the domestics. They may even regain some share of the total market during the next several years, the firm said.

New in New Bedford

Richard D. Poole, left, Lincoln-Mercury Division's Boston district manager, congratulates Ron Tichon at the opening of his dealership, New Bedford Lincoln-Mercury, Inc., New Bedford, Mass.

Oldsmobile leads in first half sales per dealer

Continued from Page 1

88/98, 43, and luxury—Cadillac (Fleetwood and deVille), 45.

Nameplate leaders for the first half of 1981 by market class were: Subcompact — Chevrolet Chevette, 37; compact — Plymouth Reliant, 38; intermediate—Oldsmobile Cutlass Supreme, 44; standard-size — Oldsmobile, 38, and luxury—Cadillac, 43.

This year's best-selling name plates by make were as follows: Oldsmobile — Cutlass Supreme; Buick — Regal; Chevrolet — Chevette; Ford — Escort; Pontiac — Firebird; Volkswagen — Rabbit; Cadillac — standard Cadillac; Mercury — Lynx; Plymouth — Reliant; Dodge — Aries; Chrysler — LeBaron; Lincoln — standard Lincoln, and AMC — Eagle.

SALES PER OUTLET BY MAKE

First-half sales per U. S. new-car franchise

	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973
Oldsmobile	129	140	127	152	155	164	143	86	77	131
Buick	123	126	116	119	125	125	126	77	69	124
Chevrolet	123	137	159	192	199	190	175	139	176	218
Ford	101	107	107	149	178	172	161	126	169	207
Pontiac	85	93	99	130	141	137	118	73	78	129
Volkswagen	80	.....	.....	.....	.....	.....	.....	.....	.....	.....
Cadillac	73	68	66	99	108	103	101	72	62	87
Mercury	64	67	59	93	106	89	74	51	60	77
Plymouth	53	73	45	64	77	82	97	64	101	121
Dodge	53	69	52	75	86	85	90	57	86	104
Chrysler	31	18	26	36	45	46	44	31	16	28
Lincoln	30	22	23	42	54	56	38	25	24	38
AMC	30	46	46	44	59	61	76	90	106	107
Imperial	4	7	.....	.....	.....	.....	.....	.....	.....	.....

SALES BY NAMEPLATE

Per U. S. Outlet

U. S. new-car sales by market class

First 6 mos., 1982		First 6 mos., 1981
	Subcompact	
1—47	Rabbit	†
2—38	Escort	32— 2
3—22	Chevette	37— 1
4—20	Lynx	19— 5
5—19	Horizon/TC3	30— 3
6—18	Omni/024	25— 4
7—12	Cavalier	4— 9
8— 9	T-1000	6— 8
8— 9	J-2000	11— 7
10— 7	Spirit	12— 6
11— 6	'82 Skyhawk	.....
12— 5	EXP	4— 9
13— 4	'82 Firenza	.....
14— 3	LN7	3—11
	Compact	
1—30	Reliant	38— 1
2—27	Skylark	36— 2
3—23	Aries	30— 3
4—20	Citation	29— 4
5—19	Firebird	10—12
6—18	Camaro	10—12
7—15	Fairmont	20— 5
8—13	Omega	18— 7
8—13	Mustang	18— 7
8—13	Eagle	14—10
11—10	Concord	19— 6
12— 9	Phoenix	15— 9
13— 8	Zephyr	11—11
14— 6	Capri	10—12
	Intermediate	
1—48	Cutlass Supreme/Sedan	69— 1
2—39	Regal Coupe/Sedan	61— 2
3—17	LeBaron	10— 8
4—16	Grand Prix	22— 3
4—16	Cutlass Ciera	††
6—15	Century FD	††
7—13	Bonneville/LeMans	13— 6
7—13	Granada	11— 7
9—11	New Yorker	††
9—11	Malibu	22— 3
11—10	Monte Carlo	15— 5
11—10	Cougar	8— 9
13— 8	Celebrity	††
14— 7	6000	††
15— 6	Diplomat	7—11
16— 5	Dodge 400	††
16— 5	Thunderbird	8— 9
18— 4	Gran Fury	††
19— 3	XR-7	6—12
19— 3	Cordoba	6—12
21— 2	Mirada	4—16
	Standard	
1—43	Oldsmobile	38— 1
2—28	Buick	22— 2
3—19	Chevrolet	18— 3
4—14	Mercury	9— 6
5—13	Ford	12— 5
6— 1	Pontiac	15— 4
	Luxury	
1—45	Cadillac	43— 1
2—17	Eldorado	16— 2
3—12	Lincoln	11— 4
4— 9	Mark VI	12— 3
5— 8	Riviera	8— 5
5— 8	Continental	††
7— 7	Seville	8— 5
8— 6	Toronado	6— 8
9— 4	Imperial	7— 7
9— 4	Cimarron	1—10
11— 2	Corvette	3— 9

†—U. S.-built VWs were not included in the domestic sales-per-dealer charts before the fall year, 1981.

††—New nameplate and/or new market class for 1982.